

International Cooperative Design Projects

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Abstract

Faced with intensely competitive global markets, multinational cooperation has increased. By making alliances with designers located in primary international markets, indigenous manufacturers hope to achieve an in-depth understanding of the target market and its requirements, thereby increasing their share of the market. The purpose of this research was to identify the problems of small international cooperative design projects (ICDPs) and propose an intervention strategy to overcome them. To achieve these goals, a case study research methodology was employed to identify problems arising during the design process. Once the problems had been identified, an intervention strategy was designed to alleviate them. This strategy was evaluated during a further real-life design case study of nearly 7 weeks duration. Evidence suggests that the use of the strategy reduced the number of actual problems. In conclusion, the research shows that multinational design projects require a greater degree of managerial control and that the role of the mediator in such projects is a crucial one.

Keywords

International cooperative design projects, computer-mediated communication, management, action research.

Design Management Style Practices That Contribute Towards Knowledge Conversion, A Preliminary Study From Industrial Design Perspective In Malaysia.

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Abstract

The purpose of this study is to investigate the approaches of design management that contribute towards knowledge conversion in the Malaysian industrial clusters. Three industrial clusters are considered, i.e., internationally linked, policy driven and resource based clusters. In addition, one design support group was analyzed in order to determine the effect of current industrial design practice.

The research shows that policy driven clusters and resource base cluster had experienced transfers of knowledge progressively through industrial linkage and assembly, and production orientated such as OEM (Original Equipment Manufacturer) and ODM (original design manufacturing). They experience a gap of linking explicit knowledge to upgrade and sustainable industrial development. On the other hand, the internationally linked clusters contributed towards development of advance manufacturing as a catalyst for knowledge provider.

Keywords

Design management, knowledge conversion, tacit and explicit knowledge, industrial design.