

## Core-competence of the In-house Design Department in Electronics Company of Japan and Korea

Watanabe, Makoto  
*Chiba University*

Ono, Kenta  
*Graduate School of Chiba University*

Kim, Chul-Ho  
*LG Electronics Inc.*

Sugiyama, Kazuo  
*Chiba University*

### Abstract

This study clarified the core-competence of the in-house design department in the electronics company, and the investigation was carried out for Korean and Japanese electronics company. The reason for focussing to Korea and Japan is as follows. (1) Design department in Korea and Japan has more than a hundred workers in its employ. (2) Their business style is depended heavily on exporting to overseas market. (3) The company develop and supply new products almost every year (or every half-year). Firstly, items of the core-competence of in-house design department were gathered by hearing to the general manager of design department, and these items could be classified into three groups such as "organization", "operation" and "resource". And then, the investigation was carried out the visualized structure of each group by using of quantification III, each structure was also composed by two criteria.

As a result, the core-competence of the in-house design department in the electronics company will be able to explain by using of six criteria form three structures, as follows.

#### 1. Organization

"Division closely" or "Design originally" "Project management" or "Step management"

#### 2. Operation

"Center type" or "Division type" "Business performance priority type" or "Business creation type"

#### 3. Resource

"Group of the specialist" or "Group of the multi- talent"

"Depends on individual" or "Depends on organization" These seem to be able to become one index for predicting a future in-house design management.

### Keywords

Design Management, Core-competence, In-house Design Department

## Assessment of the organization-based design knowledge Evaluating design equity (II)

Sherry Tsai  
*Faculty of Engineering of Chiba University*

Vilma Suero  
*Chiba University Graduate School*

Kazuo Sugiyama  
*Chiba University*

Makoto Watanabe  
*Chiba University*

### Abstract

Design equity, has been defined as the marginal set of assets result of the design activity. On the basis of distinguishing between two sorts of inter-related cognitive schemas linked to design (i.e., (1) organization-based design knowledge, and (2) consumer-based design knowledge), this work gives a brief to the organization-based design knowledge as a cyclical source of design equity. Subsequently, this work aims to (1) describe an assessment or audit system for design and for its position at the organization and to (2) present the concept of Design Assessment Chart (DAC).

After a literature review the indirect sources were outlined, preliminarily. Following this outline, the profile of various worldwide-known companies was examined. Suitable data on financial states, history, management styles, design mission and vision were collected, categorized and fed into a database. The dimensionality of the data was reduced using a multivariate analysis. Suitably, the data collection and analysis methodology was proposed as a scaling system of the design activity and its position at the company. The analysis output allowed the further development of the Design Assessment Chart.

The authors conclude that such a chart and system can be manageably helpful as a Benchmark and an audit tools. That is, to illustrate regarding visions towards design strategies, both the position of the organization among its competitors as well as the inter-departmental perceptions and improve-able points.

### Keywords

design management, design equity, multivariate analysis