

Development of Success Factor Model of Design Venture Business

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Abstract

New contextual paradigm for design in 21st century demands for design consulting firms to change their design processes and methods for adapting to new design paradigms: they are forced to be more 'venture business-oriented'. In fact there are already many leading design consulting firms on this track. This study seeks for developing the model of success factors for design venture business. The web-based worldwide survey is being conducted to understand the current situation of design consulting firms and to evaluate how much they are 'design venture business-oriented'. The survey was designed so that worldwide design consulting firms evaluate themselves against the property checklists. The result shows the worldwide trend of design venture business and generates the success factors of design venture business. The findings of what are major factors for success of design venture business were summarized and processed into the model of success factors for design venture business. The model shows that the key factors of success for design venture business include 'development of original brand or expertise', and 'flexible collaboration'. There were also three dimensions found in aspects which successful design venture businesses are focusing on: process, method, and final outputs. Finally the application of the model is proposed.

Keywords

Venture Business, Strategy, Success Factor

Innovation of Development Process in Automobile Industry

Innovation of Simultaneous Development Process in Multiple Bases Innovation of Computer-aided Design Development Process

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Abstract

Japanese automobile industry constructed the development base in the country and foreign country and is promoting corporate amalgamating and making the corporate group, for strengthening the enterprise quality and for strengthening the market competitive advantage.

And they execute the development simultaneously with plural bases by connecting two or more development section in the group on the network.

These show, Japanese automobile industry is constructing an organization and a development process that is fundamentally different from the development organization of the past, now. This research clarifies the direction and the progressive report of development process innovation by interviews to 10 design development managers of Japanese automobile manufacturing companies.

Moreover, the result of this research helps to construct management models to develop products in multiple development bases in automobile companies, and communication models by 3-D data to realize multiple development bases.

Keywords

Innovation, Development Process, Computer Aided Design