



# CALL FOR PAPERS

**ICSDM 2020**  
**Feb 10-11, 2020**  
**Kuala Lumpur, Malaysia**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICSDM 2020 : International Conference on Strategic Design and Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Strategic Design and Management. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Design management  
Design in society  
Visual design  
Architectonic, spatial, and environmental design  
Design education  
Designed objects  
Technological advancements and current challenges  
Science, technology and design  
Interdisciplinary perspectives and trends in open innovation  
Challenging the design innovation landscape  
Design creating value at intersections  
Design management transforming innovation strategy

Capturing value and scalability in product-service system design  
Service design for business innovation for industry  
Creative intersection of policies and design management  
Changing design practices  
Social innovation and philosophy  
Design practices of effective strategic design  
Vertical and horizontal product differentiation  
Dealing with uncertainty in design innovation  
Contemporary brand design  
Building new capabilities in an organization  
Design management learning