Creativity and Innovation Management

Special Issue – Call for papers

"Design & Marketing: Intersections and Challenges"

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Businesses nowadays are using design as an innovative approach in order to gather competitive advantage in today's competitive world (Calabretta & Kleinsmann, 2017). According to Gruber et al (2015), design is seen as the human-centered approach to innovation. In this perspective, it puts the focus in the development of solutions that are meaningful to customers (Brown, 2008). This perspective is very similar to marketing philosophy, which is seen as a "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2013). However, over the last years Design and Marketing did not see each other as contributing to one overarching philosophy. Only recently, there has been an increasing interest in better understanding the contributions of design and design management for marketing strategy (Bloch, 2011). The challenge to set a new intertwined web of relationships between design and marketing requires the development of interactive processes and new basis for a fruitful dialogue between academic researchers and practitioners both in design and marketing fields aiming at achieving knowledge transfer and learning from each other.

Interdisciplinary work at the interface of design and marketing would be much easier if the two scientific disciplines did not have such different scientific roots. Marketing research largely follows a positivist paradigm, trying to understand the *current* world, and seeking the validity of its concepts in whether they *exist*. Design research largely follows a pragmatist paradigm, trying to shape the *future* world, and assessing whether the designed artefacts *work*. So far,

when marketing scholars reach out to design, they touch design topics without really diving into design. For instance, Homburg et al. (2015) study if product design exists, and Schnurr (2017) examines whether there is an effect of the extent of functional and aesthetic co-creation on customers' quality perceptions of the co-created product. None of them (dare to?) present a new artefact and to demonstrate that it works. Yet, somewhat more designerly questions are only a stone's throw apart: The research question "How can we facilitate the creativity of a new product?" as asked by Kwon et al. (2015) is directed towards the future, and has a clear design focus.

From a research perspective, Design and Marketing can collaborate in various ways, but particularly along the lines of research for design vs. research through design (see Frayling 1993): Firstly, marketing research can serve as scientific input for design endeavours and thus constitute research for design. Secondly, designed artefacts of marketing and innovation management, such as products, services, brands, strategies, processes, or capabilities, need to be designed and should be subject to rigorous assessment in the sense of research through design.

With this special issue, we would like to provide a platform for research at the intersection of design and marketing tapping into scholars' plea for interdisciplinary research. For instance, Brexendorf et al. (2015) ask for strengthening the linkages between branding and innovation, and Henseler (2017) invites advertising research to embrace design research. The special issue is devoted to academic research exploring how design and design management – in products, communication, and environments – can be used as a strategic resource to promote long-term success within a marketing philosophy perspective. We welcome both conceptual and empirical studies, using a wide variety of methods. Possible topics include, but are not limited to:

- Design and Marketing: intersections
- Design and Design Management in business innovation and success
- Design facing challenges of international markets
- Design methods and its contributions to marketing
- Design thinking, design management futures, and leadership
- Brands, branding and brand identity
- Visual identity and image management on business
- Human-centred Design and Marketing
- Communication Design and Marketing
- Product design and marketing
- Strategic Design and Marketing

- Design and Customer Experience
- Experience and value creation in design and marketing

Submission deadline: February 28, 2019

The CIM special issue is managed in conjunction with the International Conference of Marketing and Design: Intersections and Challenges, ICMD 2018 (www.icmd.pt), at the Economics Faculty of University of Algarve (Portugal), from October 18-19, 2018. Submitting a paper to this conference is not a prerequisite for submitting to this special issue. All submissions should follow the author guidelines for CIM as published on the Journal website, see https://onlinelibrary.wiley.com/journal/14678691. For any further information, please visit the Journal website or contact the special issue guest editors.

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