

## PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	Engagement through Design in Organizations.
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<b>Abstract</b>	<p><i>The research focuses on the role of design and design thinking as trigger of engagement, comparing its role within organizational studies.</i></p> <p><i>There are some promising implications in including design and design thinking within corporate organizations: the diffusion of a culture supporting innovation processes, a creative confidence facing the resistance to change, a clear alignment with the corporate values and identity, a more efficient way of managing innovative processes and so on. In this scenario design and design thinking act at different intertwined layers: configuring in a different (and creative way) the design of the workplace, making specific organizational devices more engaging and motivating, reframing the meanings of information and communication tools affecting the enterprise's culture.</i></p> <p><i>For these purposes, the candidate will study the different organizational theories and practices in order to find the contact points and theoretical connections among design and organizational disciplines and will collect case studies and best practices related to the different layers that, from a design perspective, motivate and engage employers to change and to adopt a creative confidence approach for innovation.</i></p> <p><i>The main expected results are:</i></p> <ul style="list-style-type: none"><li><i>- identifying the state of the art of the connections among the organizational theories and the design thinking approach;</i></li><li><i>- identifying tools, methodologies and approaches from the design field, supporting employee engagement;</i></li><li><i>- outlining development perspectives of Design Thinking.</i></li></ul>
<b>Parole chiave</b> <i>Keywords</i>	Design Thinking, Engagement, Organization