

# RESEARCH THEME

**Title of the doctoral research** How to align both internal and external capabilities: design thinking supporting organization for open innovation

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**Abstract**

The research focuses on the role of design and design thinking as trigger of engagement, mainly focusing outside the boundaries of the organization, tuning them with the internal processes.

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: they can be used inside the organizations structure, in order to guide all the actors involved both from the internal and external environment in operating together towards innovation.

For this purpose, the candidate will study the different theories and practices in organizational management behaviors and the open innovation theories, in order to find the framework to integrate both design and organizational management disciplines when operating in an open innovation process.

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**Keywords** Organizational design, strategic design, open innovation