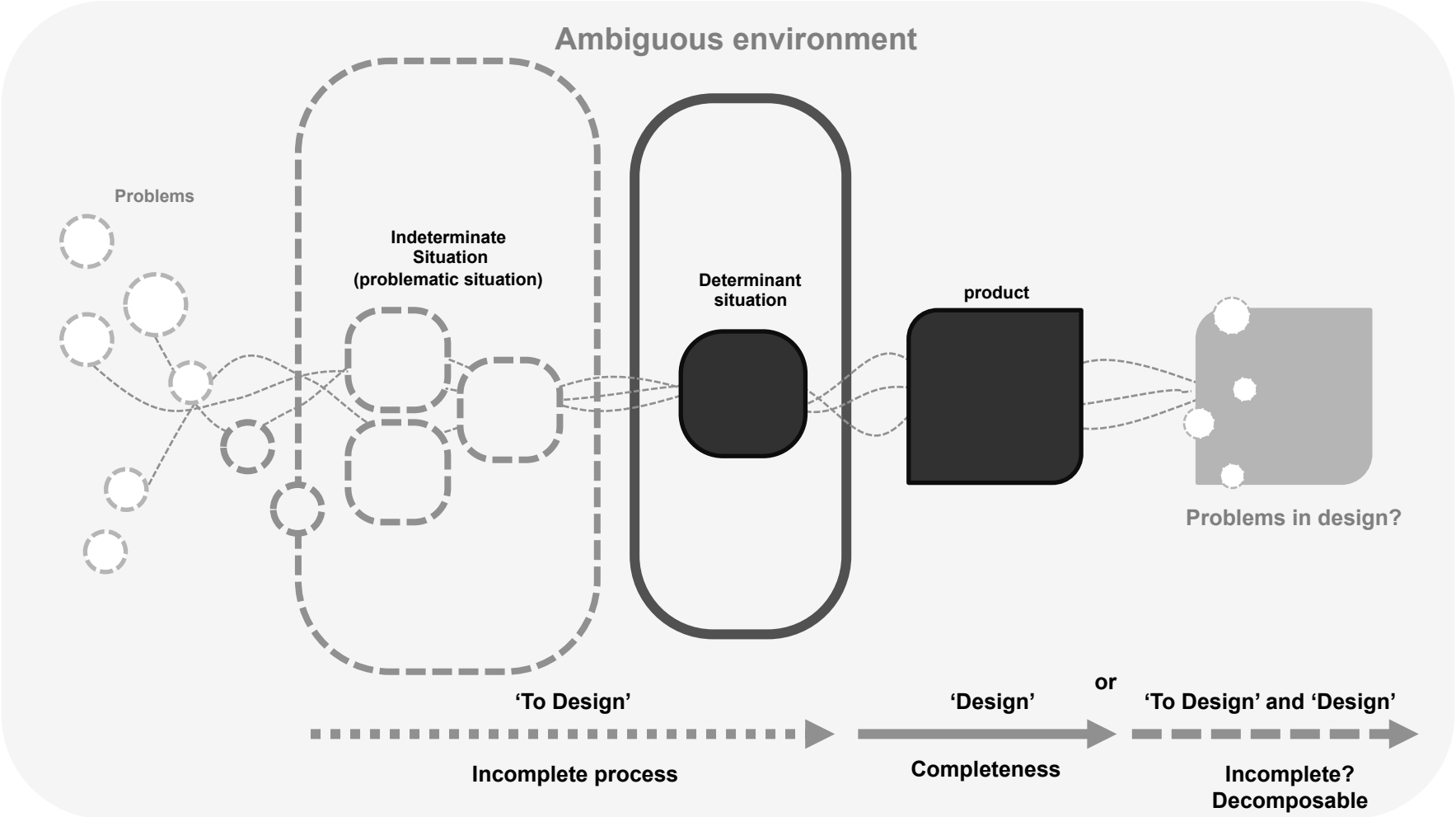


What is creating product, design...?

Inquiry & design

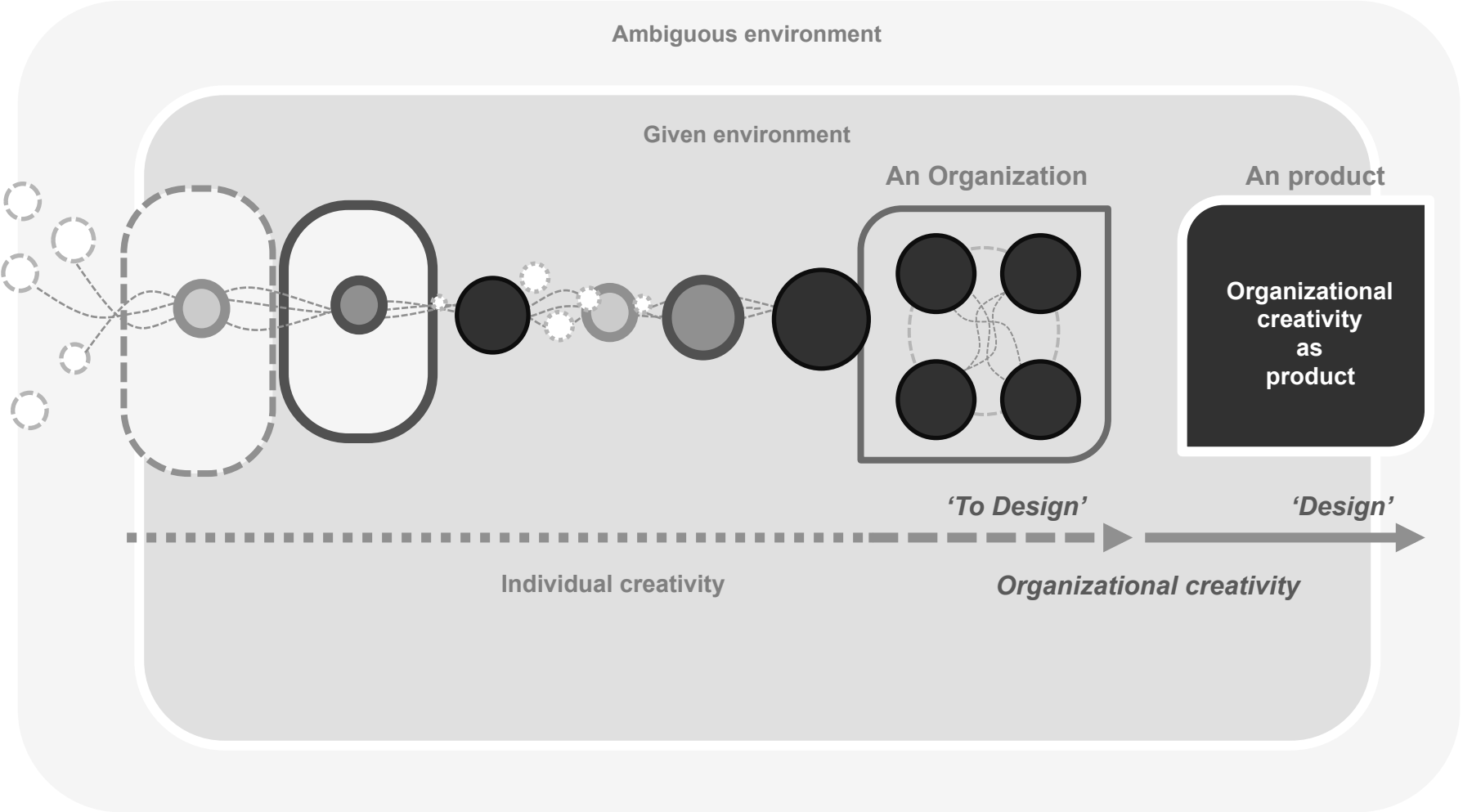


'To design' for completeness or incompleteness

Adapted from Simon 1996; Barry, D., and C. Rerup 2006; Langlois, 2002 Garud, 2008

What is creating product, design...?

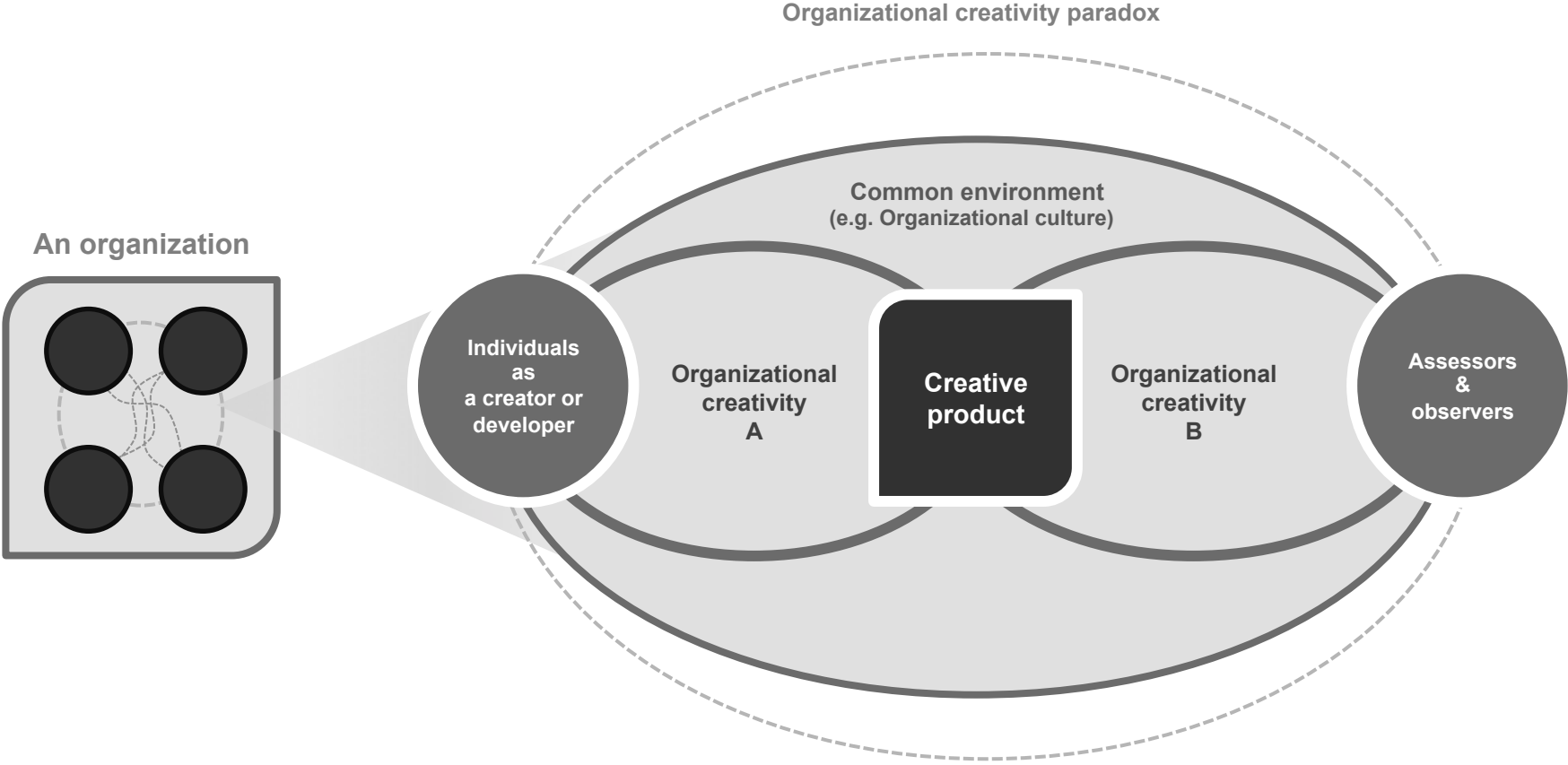
Moreover, what I understand 'Design & 'Creativity' in 'organization'



Adapted from Simon 1996 ;Amabile,1996; Magolin 1995; Sabine,2008

What is creating product, design...?

However, in organization, creativity has to be confronted...



Organizational creativity

Csikszentmihalyi;1988,1989; Lubart,1990; Sternberg,1996; Simonton,1975,1989; Amabile, 1996

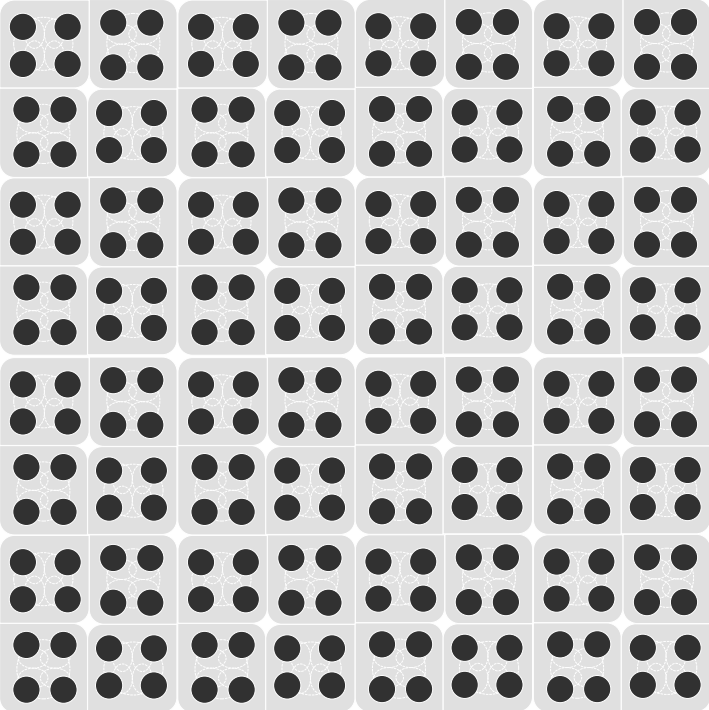
What is organisation?

If it is large, mature, and stable organization, probably, it will be seen as...

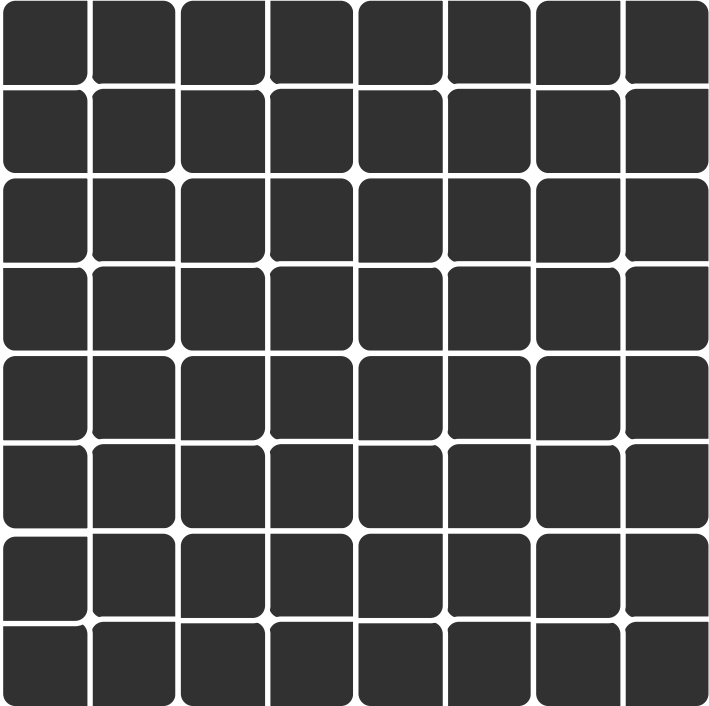
Modularity in the design of products leads to —or at least ought to lead to— modularity in the design of the organizations that produce such products.

(Sanchez and Mahoney, 1996; Langlois, 2002)

Large organization



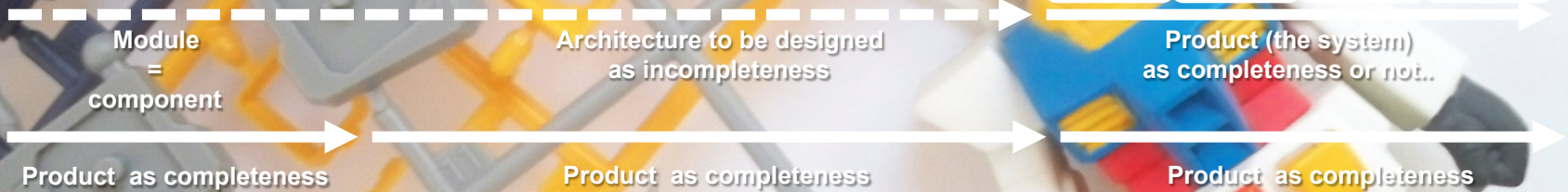
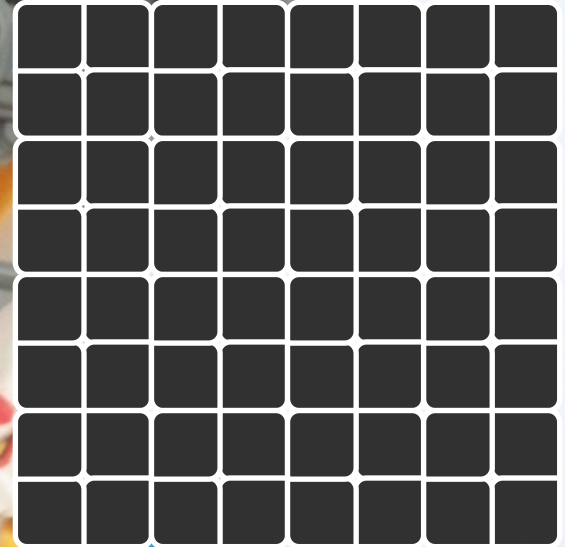
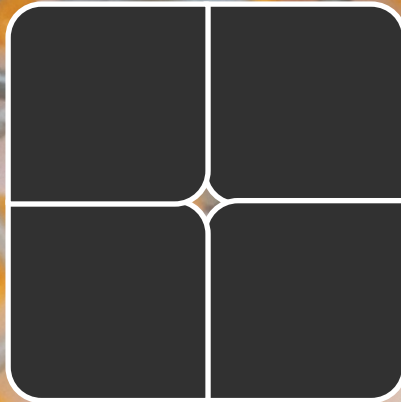
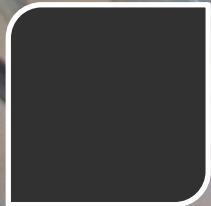
Product by large organization



=

Large organization and modular product

What is product design and organization?

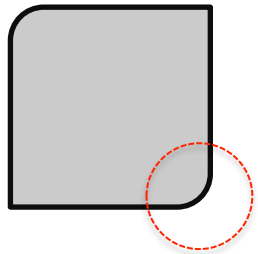


Modularity in product

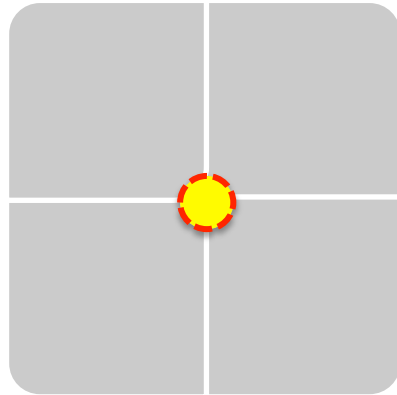
(Mintzberg, 1979; Baldwin, C.Y., and K.B. Clark, 2000; Langlois, 1992; Rebecca and Clark, 1990; Paul S. Adler and Bryan Borys, 1995; Schilling, 1995; Antonio, 2011)

What is product design and organization?

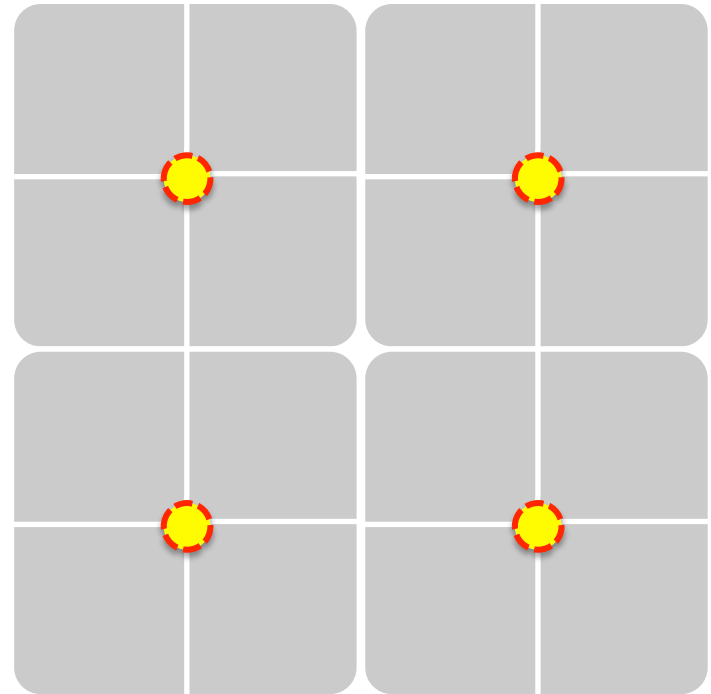
However, the problem is 'problems' in future 'product design'



A problem




A problem in architecture



Problems in product

The third industrial revolution world is going to be more 'Silent Design' era



Product is going to be designed much quicker and similar.

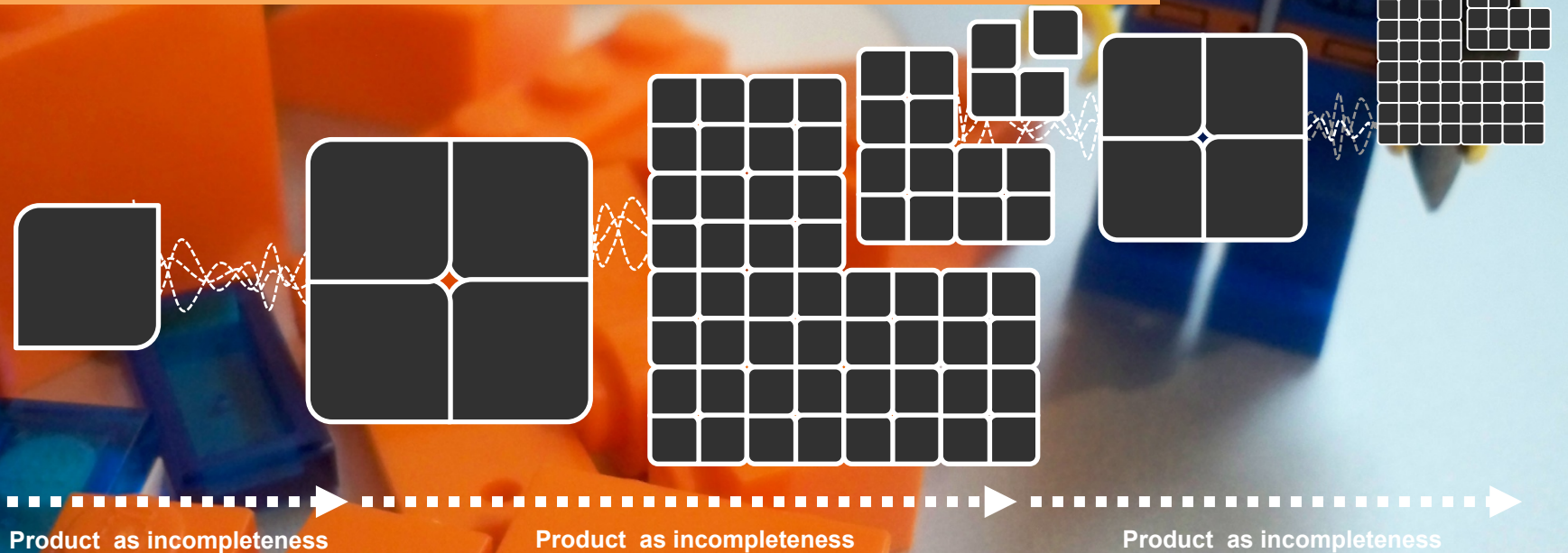
(The Economist , April 2012)

Silent Design refers to 'design' by people who are not designers and are not aware that they are participating in design activity

(Gorb and Dumas, 1987)

Product and organization to lead 'innovation'

*In order to build creativity in those environments it is necessary to demand some conditions to meet its individuals' demand and achieve its goal.
In fact, in uncertain situations innovation or organisational goals is carried on,
so flexibility enabling creativity is necessary to fuel innovation within organisation.
(Khazanchi et al.,2004)*



Modularity in product

Mintzberg,1979; Baldwin. C.Y., and K.B. Clark ,2000; Langlois,1992;
Rebecca and Clark;1990; Paul S. Adler and Bryan Borys, 1995; Antonio,2011