

Dr. Jörn Bühring



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Jörn Bühring is currently developing collaborative initiatives and new programs in design management, strategic leadership, and sustainability transformation at the American University in Sharjah, UAE. His scholarly affiliations include RMIT Europe, RMIT Melbourne, Aalborg University, and Abu Dhabi University, which are important platforms for advancing a research culture that is cooperative, innovative, and highly impact focused. This collaborative approach (cf. Triple/Quadruple Helix Model Innovations, Circular Economies, Sustainable Digital Futures) brings academia, business, and policy stakeholders together to develop high-impact knowledge, concepts, and forward-looking solutions. For nearly a decade (2014-23), he led the Ignite Innovation Futures program at The Hong Kong Polytechnic University, School of Design, specifically aimed at fostering University-Industry collaborations through tailored program initiatives. Funded by Government Grants and Industry totalling over HK\$4 million. In respect of knowledge transfer, Dr. Bühring has pioneered novel instruments to foster dissemination of research and insights across non-expert stakeholder groups. As the Program Director of the Masterclass Professional Development Series (PolyU IAEE), this pioneering approach targeted senior leaders in business, Governments, and NGOs. Directed at higher education students, he developed core programs (as recognized by the award of 'Senior Fellow' from AdvanceHE), acted as the MDes Subject Leader in breakthrough product and service innovations, design management, and strategic innovation methods. For the Innovative Business Management (IBD) MDes program, he led several core subjects (incl. Human-in-the-Loop Cyber-Physical Systems, Entrepreneurship Projects, and the Reflective Capstone thesis programs). In the role of Chief Supervisor, he has supervised PhD-level Design students to their successful defence.

Prior to joining academia, he held senior corporate leadership positions across diverse industries, leading major project initiatives including innovative start-ups, entrepreneurial and intrapreneurial business formations, and enterprise expansions into new markets. Working within a wide range of global brand icons (e.g. Four Seasons Hotels and Resorts, Toyota, BMW, and Bang & Olufsen A/S), and across organizational cultures and geographic locations, he has accumulated extensive experiences as a senior executive in a variety of industries, and his knowledge of the demands of the future is based on first hand experiences. His employment locations span the globe and include business experience within the major cultures of the world; formal qualifications earned him a BA-equivalent degree in the field of Tourism Management, an M.B.A. (VU) majoring in Entrepreneurship and Innovation, and a PhD in futures Consumer Engagement Innovation at Swinburne University of Technology (Melbourne, Australia).

Dr. Bühring's research explores Design Foresight, Vision and Fiction techniques as emerging processes within Strategic Design, Entrepreneurship, and Innovation Management. A full member of the 'World Futures Studies Federation' (www.wfsf.org), he has conducted since 2010 several major futures studies in luxury hospitality (2020), Omni-channel retailing (2020), and within the Financial Services sector, he has been leading a series of industry funded futures studies in Wealth Management and Private Banking to the year 2030. With emphasis placed on consumer-centred value innovation driving new markets, his research interests expand toward experiential human engagement propositions in form of service-centric user experience design concepts. An area of specific interest is experiential consumption, memorable experience constructs, and designing experience co-creation concepts involving stakeholders within the transformation economy. Active across international markets, he collaborates with leading Universities in research and design-led innovation; Dr. Bühring holds honorary positions, incl. Visiting Professorships at the American University of Sharjah, the Aalborg University Copenhagen, and the College of Business at RMIT University in Australia. He serves as a Scientific Council Member at the Alternative Planetary Futures Institute (ApFi) in Washington DC., USA.