

# Dr. Jörn Bühring (PhD, MBA, SFHEA)

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## CURRENT POSITION

### **American University of Sharjah - Vist. Prof. of Design Management - 01/2025 - present**

College of Architecture, Art and Design, Department of Design Management - Developing new undergraduate programs and curricula in Design Management, Sustainability Leadership, Design & Futures Thinking, and Design Research; teaching at UG levels.

## PAST POSITIONS

### **Abu Dhabi University, Visiting Professor of Strategic Management - 08/2023 to 07/2024**

College of Business - Strategic Management and Leadership - Developing new subjects in Strategic Management, Sustainability Leadership, Design & Futures Thinking; Research and teaching at UG/PG, and DBA levels.

### **PolyU School of Design, Assistant Professor — 03/2020 to 07/2023**

Program Director – SD Masterclass Professional Development (PolyU IAEE); Convener of Design Economy; Ignite Innovation Industry Collaboration Futures - Program Leader; Subject Leader: SD5202 - Innovative Products and Services Development; Subject Leader: SD5001 Innovation Tools for Strategic Design; Subject Leader: SD5173 - Human-in-the-Loop Cyber-Physical Systems; Subject Leader: SD5179 Entrepreneurship Projects; Subject Leader: SD5406 Design Experience; School Management Committee Member (2016-2018); School Research Committee Member (2015 to 7/2020); PhD Chief/Co-Supervisor

### **PolyU School of Design, Research Assistant Professor — 10/2015 to 2/2020**

### **PolyU / Visiting Lecturer / Research Associate — 01/2014 – 09/2015**

### **Co-operative Partnerships – PolyU Design - Ignite Innovation Industry Collaboration:**

- **UBS Wealth Management** – Industry Collaboration Partnership – negotiated a 2+2+2 year funded research program (Project #1 - 2015, ...#8, 2023) – Principle Investigator
- **Arup University** – Hong Kong, Master of Design student program theme sponsorship (SD5202) on Urban Futures (livability, ArtTECH, Transport-oriented Development), Spring Semester 2022
- **Tang X Academy** – Shanghai MasterClass, “Life-centric Business Model Futures 2025 – FinTech” – the Millennial Perspectives”, 2020
- **Royal College of Art** – London, UK, Service Design MasterClass - “Life-centric Business Model Futures 2025” – Strategic Service Design Futures, 2020
- **Tang X Academy** – Shanghai MasterClass, “Digital-self Identities in Hyperconnected Ecosystems – the Millennial Perspectives”, 2019
- **ARUP** – Design Foresight MasterClass and Research initiative: Transportation Futures 2030: Stations and Interchanges Greater China
- **UBS / ARUP / Kering / Bissel / HSBC / Salvatore Ferragamo** Design Collaborations Ignite Innovation Thought-leadership Think Tanks (Y&R, Citi Group, Sapient Razorfish
- **Bissell Homecare Ltd.** (US-based Global Brand in Homecare Products), and
- **Kering Group** (Leading House of Luxury / Lifestyle Brands) – MDes course sponsor 2015/16 – Subject SD5202

## HONORARY POSITIONS

**Business Science Institute - External Professor**, DBA Program - Examinations, and Thesis Supervision (Speciality Strategic Leadership & Sustainability) - 05/2024 to Present

**RMIT - Adjunct Associate Professor**, College of Business, School of Management, Melbourne, Australia (7/2018 – present)

**Aalborg University - Visiting Professor**, Department of Architecture, Design & Media Technology, Copenhagen, Denmark (01/02/2023 - present)

**Abu Dhabi University** - College of Business, Distinguished Scholar, Abu Dhabi, UAE (01/2023 – 01/2025)

**Alternative Planetary Futures Institute (ApFi)** – Scientific Council Member, Washington D.C., USA (09/2021 – present)

**Abu Dhabi University** - College of Business Program Advisory Board Member, Abu Dhabi, UAE (12/2020 – 01/2025)

**Design Museum Foundation**, Special Advisor to the Board of Directors (Strategic Foresight & Audience Engagement Innovation), Boston, USA – (6/2017 to 8/2019)

## QUALIFICATIONS

- **Advance HE - Senior Fellow** (Award PR282337 - Aug, 2024)
- **Circular Economy and Sustainability Strategies**, University of Cambridge, Professional Certificate (Sept-Nov 2022)
- **Royal College of Art, Service Design**, Professional Certificate, 09/2020
- **University of Houston, Professional Certificate in Foresight**, 5/2018
- **Swinburne University of Technology (SWIN): Ph.D.**, Strategic Innovation (Human Engagement Innovation Futures), 3/2015
- **Victoria University (VU): M.B.A.** (Major in Entrepreneurship & Innovation) 2006
- **Hotelfachschule Hamburg (HH): B.A. eq.** (Adv. Dipl. Hospitality Mgt.), 1984

## TEACHING AND RESEARCH SPECIALTIES

- Design Management, Design and Futures Thinking, Strategic Foresight, Fuzzy Front End of Innovation
- Strategic Leadership in Design and Business (Sustainability Strategies)
- Consumer (Human) Engagement and Experience Design Innovation
- Breakthrough Products and Services Development Innovations
- Strategic Branding and Marketing
- Human- and Life-centric Value Innovation
- Design Research (Design and Futures Thinking, Innovation, Foresight, Vision, Fiction)
- New Market entry, Entrepreneurship and Commercialization
- Co-operative Partnership development (Triple/Quadruple Helix Model)

## KEY NOTES / GUEST LECTURES (BY INVITATION)

**2025 King Abdullah University of Science and Technology (KAUST)**, *Technology Innovation and Entrepreneurship (TIE) Seminar, Integrating Design Thinking in Entrepreneurial Strategy: Fostering Innovation through Emergence, Systems Approach, and Strategic Design – Thuwal, Saudi Arabia (in-person), 27 April 2025*

**2023 Tsinghua University, Dept. of Information Art and Design (Keynote)**, Beijing, China - “Strategic Foresight Capability Building – Creative Approaches to Sustainability Transitions and Growth” – 11 May, 2023 (in-person)

**2023 Politecnico Milano, Guest Lecture – School of Design, Milan, Italy** - “Design foresight for sustainable futures in an uncertain world” – 10 March, 2023

**KEY NOTES / GUEST  
LECTURES (CONT'D)**

- 2023 ICOM (Keynote) The 5th International Conference on Organization and Management, Abu Dhabi, UAE** - "Strategic Foresight Capability Building – Creative Approaches to Sustainability Transitions and Growth" – 23 February, 2023 (in-person)
- 2022 Royal College of Art, Guest Lecture, London, UK** - Design Foresight, futures thinking, and strategic decision-making in a VUCA world - 25 October, 2022
- 2022 Abu Dhabi University – Public Lecture, College of Business, Abu Dhabi, UAE** Developing, organisational capacity to anticipate and prepare for extreme uncertainty – 20 October, 2022
- 2022 Arup Foresight – Sharing Session, Arup CHQ, London, UK**, "Urban Futures – Innovative Products and Services concepts 2025/30" – 28 September, 2022
- 2022 Design and Foresight Symposium - Building a Network and Collaboration Hub (Keynote), Aalborg University (Copenhagen)** - invited Keynote Speaker: "Design foresight and futures thinking - a triple-helix collaboration approach in times of extreme uncertainty" - 30 August, 2022
- 2022 Foresight and Suturing in Design Research - Ph.D. Seminar (Keynote), Aalborg University (Copenhagen)** - invited Keynote Speaker: "Design foresight and futures thinking research - applications, demonstrations, prototypes in the strategic decision making context" (toward sustainable futures) - 29 August, 2022
- 2022 Global Business Innovation ECP - Conversation Series - (Melbourne)** – Invited Keynote Speaker: "Sharing insights from Design Foresight and Futures Thinking research, applications, and demonstration in the strategic decision-making context (academic, professional, and global perspectives", 4 August 2022
- 2022 The Asian Development Bank Futures Club – Invited Keynote Speaker:** "The Design, Strategy and Foresight nexus: Synergies and Emergence in support of Creativity and Imagination in Strategic Decision Making", 24 June 2022
- 2022 UNESCO Charis in Futures Literacy – Asia Pacific** – nomination for the Chair position representing Hong Kong; Guest talk on Design Foresight Research, 1 April, 2022
- 2020 Int'l Forum for Digital Creative Design, Dec. 13th (Guangzhou)** Invited Guest Speaker: "New Forms of Business Value Creation: Strategic Design in a World of Digital Hyperconnectivity"
- ICDF 2020, Nov 7th & 14th (Beijing) International Conference on Design Futures**, Invited Guest Speaker: "Foresight and Design – Life-centric Futures Thinking and Scenario Building Perspectives in Corporate Incumbent Settings"
- ICFIE 2020, Sept 27-29 (Singapore) 7th International Conference on Frontiers of Industrial Engineering**, Invited Guest Speaker: "Foresight and Design as a New Paradigm in Dealing with Complexity in this Hyperconnected World"
- PolyU Design – PhD Student Online Seminar:** "Design Foresight: Imagination and Worldbuilding", 11 May 2020
- 2020 7th International Conference on Frontiers of Industrial Engineering (ICFIE)**, Singapore 18-20, Committee – Publicity Chair
- 2nd World Eco-Design Conference (WEDC) 2019**, Guangzhou, China, 6-7 December 2019, Invited Panel Speaker – "Sustainable Development Innovation Design and Internet Ecosystems"
- Nanfeng College of Sun Yat-sen University**, Conghua, China – Design Futures Guest Lecture, 6 December 2019
- ARUP East Asia, Design & Innovation Re-Exploration, Building Sustainability Forum**, Hong Kong, Keynote Speaker, 24 November 2018

**RMIT Global Business Innovation Series 2018 – FinTech 3000 – Beyond 2050;** Keynote Speaker, Panel Speaker, October 2018

**RMIT – Beyond Evolution: Thriving in Business, Knowledge and Innovation Ecosystems;** Keynote Speaker, Panel Speaker, October 2018

**University of Houston (USA):** “Professional Certification in Foresight”, “Guest Lecture – Design with Foresight”, April 30 – May 4, 2018

**Airbus China Innovation Centre (ACIC),** Shenzhen: “Dream Big Wining Team”, 6 March 2018

**University of Houston (USA):** “Foresight by Design”, 21 February 2018

**2018 Carnegie Mellon University School of Design (USA):** “Foresight by Design”

**University of St. Gallen (Switzerland):** “Uncertainty at the front end of Innovation: Introducing Design Foresight”, 20 September 2017

**University of Wollongong Dubai (UAE):** “Why Design in Business Matters”, 28 September 2016

**University of Reading (UK):** “Experience Design Innovation: The Experience Economy Perspective”, 30 September 2015

## PHD SUPERVISION

**Chief Supervisor** – MEGAREGIONAL FUTURES – Exploring Compaction Strategies for Sustainable Urban Development in the Context of Mega-Regionalization, Mr. Henry Edelman, PhD Program Student (FY, 2020-23) - Successful Completion (June, 2024)

**Co-Supervisor** - Design knowledge management and creativity in design teams: China's high-technology industry, Ms. Xiuxiu Wu, Successful Completion (June, 2025)

**Co-Supervisor** – Digital Self-identify in User-Platform Relationships – China Perspectives, Ms. Wenjing Zhang, Successful Completion (April, 2023)

**Co-Supervisor** – Chinese Shadow Puppetry on We-media Platforms, Ms. Cherry WANG (FY, 2018-24)

## CORPORATE APPOINTMENTS

**Vice President,** Global Partnering and New Market Entry for Bang & Olufsen A/S, responsible for new business division (B&O Enterprise) across the Americas (New York, 2007 – 2012)

**General Manager** (Automotive) for Intelematics Australia, responsible for commercializing innovative Telematics solutions for leading OEM, OEI brands (Melbourne, 2002 – 2007)

**Industry Propositions Manager,** C-Bridge Internet Solution (CBIS), designing industry blueprints, M.I.T. incubator and publicly traded c-commerce full-service eBusiness solutions company to Fortune 500s. (Melbourne, 2000 – 2002)

**Executive Director,** Elements Melbourne, leading Mobility Innovations company pioneering vehicle connectivity and telemetry solutions (Melbourne, 1997 – 2000)

**Managing Director,** International Projects - PeakPanache Sdn. Bhd. (Malaysia); innovative marketing and branding Group with international clientele in Tourism and Leisure (Kuala Lumpur, 1992 – 1997)

**Co-founder & Executive Director,** Business Re-engineering & Strategy, MultiMerge Limited (Hong Kong), pioneering business re-engineering Group in management advisory and executive leadership, spearheading Executive secondment and virtual team formation (Hong Kong, 1989 – 1993)

## RESEARCH EXPERIENCE

**Basic Research:** 15+ years of academic global research experience [qualitative, and mixed methods, Delphi, In-depth Interviews, Questionnaires, Data Visualization) in design management, design foresight, and human consumption experiences as distinct economic utility; Research themes include: consumer value design and innovation; market expansion and global branding; partnering for value creation; observation and interview studies; customer satisfaction and loyalty studies; foresight and vision

**Applied Research:** 15+ years of experience in applied research and writing of Design Briefs, Business-, Strategy-, Marketing Plans, Feasibility Studies, and Research Proposals

### Significant Research Initiatives:

- **UBS Wealth Management and Private Banking**, Long-term Partnership Program on Strategic Foresight and Futures Studies, 2015 - 2023
- **Tang X Academy - Shanghai MasterClass**, "Life-centric Business Model Futures 2025 – FinTech" - the Millennial Perspectives", 2020
- **Service Design MasterClass**, Invited Participant & Guest Speaker (hosted by the Royal College of Art, UK – 4-15 Sep. 2020)
- **Strategic Innovation & Design Foresight MasterClass** (1-2 Nov, 2019) – sponsored by Tang X Academy (Shanghai, China)
- **Strategic Innovation & Design Foresight MasterClass** (25-29 June, 2018) – sponsored by Ove Arup (UK/HKG)
- **Collaborative Research - multinational study** (2016/17) – Millennial segmentation study "Next Generation Luxury"; collaborative research initiative with the University of St. Gallen (HSG), Switzerland.
- **Design Foresight** into the future Business Model of Private Banking 2030 – Animated Motion Video – sponsored by UBS WM AG.
- **Delphi study** into the future of Private Banking [Greater China - to the year 2030] – sponsored by UBS WM AG.
- **Millennial Generation and the future of Wealth Management – Design Project** [Greater China - to the year 2020] – sponsored by UBS WM AG.
- **Curriculum-based Research** Inquiry into "affluence and new luxury" – luxury retail producer / consumer perspectives – introducing MDes students to secondary and field research supported by Kering Group - (e.g. Gucci, Stella McCarthy, Balenciaga, Alexander McQueen), and Salvatore Ferragamo
- **Global futures study** (PhD Dissertation) into memorable experience constructs placed within the luxury hospitality segment 2020; mixed-methods comprising of a Delphi study, face-to-face semi-structured interviews, and questionnaire analysis involving producers and consumers (New York, Melbourne, Hamburg).

## RESEARCH GRANTS / CORPORATE FUNDING

**2022 UBS WM AG** – Project 8 – "Insights, foresight, futures thinking and the impact and value toward operational strategic decision-making" [industry funded]

**2022 HKG Gov. UCG Research Matching Grant (RMGS)** – "Seamless Actionable Access in an Era of Spatial Computing 2030" [industry funded]

**2021 UBS WM AG** Project 7 – "Visualization and interactions in context-aware Services Futures 2025" [industry funded]

**2020 HKG Gov. UCG Research Matching Grant (RMGS)** – "Business Model Futures – 2025" [Government Grant]

**2020 DGRF** (Competitive Departmental Research Grant) – "Facing 21st Century Challenges: The Strategic Design Perspective – Metamodel and Research Agenda" [Government Grant]

## RESEARCH GRANTS / CORPORATE FUNDING

**2020 UBS WM AG** – Project 6 – “Business Model Futures – 2025” [industry funded]

**2019 HKG Gov. UCG Research Matching Grant (RMGS)** – “Interconnected Value Systems – 2025” [Government Grant]

**2019 ASTRI** [Hong Kong Applied Science and Technology Research Institute Company Limited] – Consulting Engagement – “Strategic Design (Scenario Development & Visualization) of Computation Analysis and Computing System Testing” – Technological Design Methodology [industry funded]

**2019 PolyU Design** – “Design Futures and Leadership Education 2025/30” [University funded]

**2019 UBS WM AG** – Project 5 – “Interconnected Value Systems – 2025” [industry funded]

**2018 UBS WM AG** – Project 4 – “Envisioning client-centric wealth & trust based future operating models within complex & invisible ecosystems [2025]” [industry funded]

**2018 Arup UK** – Project 1 – “Foresight by Design – “Theme” MasterClass – Summer 2018 [industry funded]

**2018 DGRF** (Competitive Departmental Research Grant) – “Pilot Study defining the ‘getting in’ stage in design foresight research” [University funded]

**2017 UBS WM AG** Project 3 – “Futures Operating Model of Private Banking 2030” [industry funded]

**2016 – UBS WM AG** Project 2 – “Futures of Private Banking in greater China 2030” [industry funded]

**2015 – UBS WM AG** Project 1 – “Wealth Management / Millennial Perspectives” [industry funded]

**2015 – Kering** Project 1 – “Future Consumer Engagement in the age of Total Retail” – SD5202 Curriculum Sponsorship [industry funded]

## AWARDS

**AdvanceHE - Senior Fellow** (PR282337) - Professional Standards Framework - Sustained leadership in teaching and learning in Higher Education

**Research Excellence Award** The Hong Kong Polytechnic University – School of Design – [2020/2021]

**Emerald Publishing – Literati Award Winner 2020** (Outstanding Paper), Journal of Hospitality and Tourism Insights

## PUBLICATIONS (ACADEMIC)

ORCHID ID: 000-0001-9763-8294

**2026 Journal of Innovation Management** - Position Paper - Under Review, “Quantum Probability in Strategic Innovation: Decision Support in Situations of High Uncertainty”, Joern Buehring, Johan Hoorn, Lawrence Ho, (Feb., 2026)

**2024 Journal of Innovation Management; Guest Editor, Special Issue** - Catalysing Action and Transdisciplinary Pathways towards Sustainable Transitions (Buehring, J., Kimbell, L., and Aaltonen, M. (Sept., 2024).

**2024 Journal of Innovation Management**, ‘New Approaches for Sustainable Growth: Advancing Cross-sector Collaborations, New Capability Building, and Executive Leadership’, Buehring and Simeon, L. (Sept., 2024)

**2023 CUBIC Journal Issue #6 (08/2023)**; Bridging strategy from both business economics and design sciences - Influencing, Management, Capital; Lead Editor - Volume Issue Pub. June 2024

## PUBLICATIONS (ACADEMIC)

**13th International Conference on Applied Human Factors and Ergonomics (AHFE) 2022 and the Affiliated Conferences, 24/07/22 → 28/07/22**, Wu, X., Siu, K. W. M., Buehring, J. H., New York, United States, 'Barriers affecting incremental innovation in design-led SMEs in Greater Bay Area'

**The 28th International Seminar of Urban Form (ISUF 2021) Conference in Glasgow, UK - Glasgow, Glasgow, United Kingdom, 29 Jun 2021 → 3 Jul 2021**, Henry Endemann, Gerhard Bruyns, and Joern Buehring; 'The Compact City and Contemporary Urbanization Processes: Discussing Alternative Interpretations of Urban Compactness'

**The 14th conference of the International Forum on Urbanism (IFoU), 25-27 November 2021** Full research Paper, Henry Endemann, Gerhard Bruyns, and Joern Buehring; 'A Compact City for a Beautiful Countryside-Entry-points to a discourse between academic research and institutional strategies'

**IASDR 2021 Conference**, Full Research Paper, Joern Buehring and Brigitte Borja de Mozota, 'Systems driven Design Industry: the challenge towards a collective vision for all stakeholders in Design' [Hong Kong, December 5-9, 2021] – In Springer Nature Proceedings, expected in 2022

**Book Release** (Springer Nature, Springer Brief in Finance, ISBN 978-981-16-3394-2) – Private Banking and Wealth Management Futures 2030 – Greater China Perspectives, by Jörn H Bühring [1st ed. 2021]

**Book / Article Contribution (Routledge 2022) – [Chinese Translation] Culture, Innovation and the Economy** "Value innovation in the 'new' age of experiential consumption: The Millennial force" by Jörn H Bühring

**CUBIC Journal – Issue Editor**, 'Design Strategies - Bridging Strategy from both Business Economics and Design Sciences - Influence - Management – Capital', (Spring, 2022)

**She-Ji: The Journal of Design, Economic, and Innovation** – Strategic foresight in organizational theory and innovation management – 'Foresight and Design: New Support for Strategic Decision-making' Joern Buehring and Peter Bishop [She-Ji, Volume 6, Issue 3, Autumn 2020]

**Book / Chapter Contribution** (MIT Press, Authors) Edited Book, by Michael Shanks and Tamara Carleton: Creativity in Complexity: The Case for Experiential Design Learning; Chapter Title: "Foresight: Imagination and Worldbuilding", by Joern Buehring (forthcoming, 2022)

**Journal of Futures Studies** – 'Transmedia Storytelling: Addressing the Futures Communication Challenge with Video Animation', by Joern Buehring and Nury Vittachi [September Issue, 2020]

**Book / Article** (Book Series: Re:Research, Volume 2, Intellect Books, ISBN-13:9781789381450) – Edited Book: Philosophical Frameworks and Design Processes; 'Beyond Forecasting: A Design-Inspired Foresight Approach for Preferable Futures', by Jörn Bühring and Ilpo Koskinen [22 May 2019]

**Journal of Hospitality and Tourism Insights** – 'Designing memorable guest experiences: development of constructs and value generating factors in luxury hotels', by Joern Buehring and Barry O'Mahony [5 Nov., 2019] – Awarded with the 2020 Emerald Literati Award for Outstanding Paper

**Book / Chapter** (Book Series: Open Innovation: Bridging Theory and Practice; World Scientific Series, Imperial College Press) – Edited Book: Transformation Dynamics in FinTech: An Open Innovation Ecosystem Outlook; 'Innovation with Foresight:

Anticipating alternative and creative responses in strategic organizational decision-making, and stories of possible financial services futures' by Jörn H Bühring [forthcoming, fall 2021]

**ADIM 2019 London, Conference** – Full Research Paper presentation, Joern Buehring and Nury Vittachi, 'Bringing futures scenarios to life with video animation: A case of disseminating research to nonexpert audiences' [London, June 18-21, 2019]

**Journal of Innovation Management** – 'Embracing systematic futures thinking at the intersection of Strategic Planning, Foresight and Design' by Joern Buehring & Jeanne Liedtka; Issue 6, 3 2018 133-151

**Journal of Innovation Management**, Letter from Industry, 'Emotional and Social Intelligence as 'Magic Key' in Innovation: A Designer's call toward inclusivity for all', Jörn Bühring and Patricia Moore; Issue 6, 2 (2018) 6-12

**Cumulus 2018, Paris, Conference** – Full Research Paper presented, 'Foresight by design: Supporting strategic innovation with systematic futures thinking' by Joern Buehring & Jeanne Liedtka [Paris, April 11-13, 2018]

**IASDR 2017, Conference** – Full Research Paper published: 'Beyond Forecasting: A Design-inspired Foresight Approach for Preferable Futures' by Joern Buehring & Ilpo Koskinen

**ISPIM Innovation Summit** – Academic Workshop, 'Futures Thinking Techniques: Dealing with Uncertainty at the Front End of Innovation', by Joern Buehring & Joseph Voros

**Design Management Academy [DMA], Conference 2017 (7-9 June, Hong Kong)** Full Research Paper published: 'Design-inspired foresight: strategic foresight techniques for preferable futures by Joern Buehring', Track Chair 'Foresight by Design', Conference Committee Member

**Book / Article Contribution (Routledge Nov-2017) – Culture, Innovation and the Economy** "Value innovation in the 'new' age of experiential consumption: The Millennial force" by Jörn H Bühring

**Association of Consumer Research 2015**, ACR Annual Conference (19-21 June, Hong Kong) Working Paper (peer-reviewed) – 'Forward-looking Experience Desires: Getting into the Mind of the Consumer to the year 2020'

**CAUTHE 2015 Conference**, Working Paper WP 15.146 Peer-reviewed: 'The Future Luxury Hotel Room: Experts' Views on Memorable Guest Experience Generators'

**Proceedings: Council for Australian University Tourism and Hospitality Education (CAUTHE) 21st conference** in Adelaide, February 2011, 'Designing and Delivering Memorable Experiences in the Luxury Hotel Sector'

**Proceedings: International Event Management Summer Seminar in Pori, Finland, 2012**, Co-author - Designing Luxury Hotel Experiences as Memorable Events'

**Proceedings: Network-Based Education 2011 (NBE 2011 Conference) 4th Int'l conference in Salla, Finland 2011**, Co-author - 'Virtuality versus Reality Based Learning Experiences: Is There an Education Effect on Student Preferences?'

**PUBLICATIONS  
(PROFESSIONAL – ABBR.)**

**Fivestarglobal (World Travel & Tourism Council):** "A lasting Alliance", Vol. 1 2011, Designing Memorable Experiences in the Luxury Sector

**Hotel Management International:** "A view of the metropolis", Nov. 2010

**Bang & Olufsen Megazine:** "Luxury redefined", 2009/2010

**Business Motoring [1999 – 2006]:** “Road warriors – the future of mobility”, Vol. 5 No 10, 1999; “Teleficiencies – The Future is Here”, Vol. 9 No 11, 2002; “Managing Vehicle Costs Remotely”, Aug. 2003; “Increased Role for Telematics in Australian Automotive Industry”, Aug. 2004; Consumer Insight Study – Volkswagen Australia “VW Connect”, 2005

## ACADEMIC SERVICES

**Journal of Innovation Management (JIM) - Guest Editor of Special Issue,** ‘Innovative Paradigm in the face of Earth Systems Governance’ (Fall, 2024)

**Palgrave Macmillan / Springer Nature Group - New York, USA - Book Proposal Review,** invitation to review book proposal [Futures Thinking and Organizational Policy], as expert in futures thinking and strategic foresight, June 2022

**CUBIC Journal – Issue Editor,** ‘Design Strategies - Bridging Strategy from both Business Economics and Design Sciences - Influence - Management – Capital’, (Spring, 2023)

**IASDR 2021 Reinventing Design Modes – Track Co-Chair Business + Design Modes,** Hong Kong 5-9 December, 2021

**2020 7th International Conference on Frontiers of Industrial Engineering (ICFIE),** Singapore 18-20 (Committee Publicity Chair)

**Emerald Publishing Group,** Journal Reviewer – On the Horizon – Strategic Planning Journal, June 2019 - present

**Journal of Hospitality and Tourism Insights,** Journal Reviewer – June 2019 - present

**2019 PolyU Design –** Task Force member; and Project Leader “Design and Leadership Education Futures 2025” – Design Foresight research study [Project Leader and Principle Researcher]

**2019 ADIM Conference** London, 18-21 June (Track Chair, Design with Foresight)

**Journal of Innovation Management,** Associate Editor (Design, Foresight, Services Industries) Sept 2018 – present

**Cubic Journal,** Editorial Board Member Jan 2017 - present

**2018 Designing Interactive Systems (DIS) –** Hong Kong [Industry Engagement Chair]

**2018 DMI** Conference London (Paper Reviewer)

**2017 IASDR –** Cincinnati [Paper Presenter]

**2017 Design Management Academy –** Hong Kong [Engagement Chair, Paper Reviewer, Paper Presenter]

**2016 Design Management Institute –** Boston [Co-track Chair, Paper Reviewer]

**2016 PolyU Design –** Research Committee Member Jul 2016 – Jun 2020

## PROFESSIONAL DEVELOPMENT

- Circular Economy & Sustainability Strategies, University of Cambridge (Sept-Nov 2022)
- Service Design Management, Royal College of Art (Sep. 2020)
- Professional Certificate in Foresight, University of Houston (May 2018)
- Becoming a Skillful Teacher, PolyU (EDC; 2015)
- Project Management - PRINCE 2
- Managing RAPID Value Projects (E-Commerce)
- Profit Life Cycle Management Methodology
- Cert. in Web Design; Advance Cert. in Visual Communications, 2D, 3D Design & Production (HD); Cert. in HTML
- Executive Management Leadership Summer School; Cornell University, Certificate

**ACADEMIC ASSOCIATION /  
MEMBERSHIPS**

- Global Futures Society (2025-)
- World Futures Studies Federation, Full Member (since 2016-)
- Cumulus Association (2018)
- Design Society (2017)
- Design Management Institute (2016-)
- Association for Consumer Research (2015)