DR. JÖRN BÜHRING

PhD, MBA, SFHEA • Senior Fellow, Advance HE

CREATIVE FORESIGHT & SUSTAINABILITY LEADERSHIP

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ORCID iD: 0000-0001-9763-8294
Focus: *Strategic Design, Creative Foresight, Corporate Innovation, & Entrepreneurship*

ACADEMIC LEADERSHIP & FACULTY APPOINTMENTS

A series of invited, high-impact residencies focused on establishing regional industry networks, advancing curriculum innovation, and delivering specialized masterclasses.

08/2026 – present **Visiting Professor of Human-Computer Interaction**

Mohamed bin Zayed University of Artificial Intelligence (MBZUAI) • Division of Computing and Mathematical Sciences

Appointed to contribute to the inaugural launch of the Doctor of Philosophy in Human-Computer Interaction with emphasis on strategic foresight, human-centred design principles, advanced HCI research, and forward-looking methodologies.

- Developing new subjects, course syllabi, lectures, and workshop materials that align with the rapidly developing artificial intelligence discipline.
- Fostering critical scholarship, pushing students to question underlying assumptions in technology, challenge dominant design paradigms, and analyze the systemic, long-term societal impacts of their work.

01/2025 – 07/2026 **Visiting Professor of Design Management**

American University of Sharjah (AUS) • College of Architecture, Art and Design, Department of Design Management

Invited to lead the conceptualization and development of next-generation undergraduate programs and interdisciplinary curricula focusing on Design Management, Sustainability Leadership, Design & Futures Thinking, and advanced Design Research.

- Delivered the National IEN301 Innovation & Entrepreneurship Mindset core curricula across undergraduate tiers.
- Negotiated and secured 2 major global industry partnerships (Arup, Ingka IKEA) to engage student intelligence in solving complex, industry-informed operational challenges related to the rapid integration of intelligent systems and Generative AI.

08/2023 – 07/2024 **Visiting Professor of Strategic Management**

Abu Dhabi University (ADU) • College of Business

Recruited to inject global corporate executive methodologies and design perspectives into ADU's core academic pillars of Strategic Management, Sustainability, and Futures Thinking. Cultivated robust cross-disciplinary research frameworks while delivering high-tier advanced coursework across undergraduate, postgraduate, and Doctor of Business Administration (DBA) tracks

01/2014 – 07/2023 **Assistant Professor / Research Assistant Professor / Visiting Lecturer**

The Hong Kong Polytechnic University (PolyU) • School of Design

Program Leadership & Institutional Governance:
Served as Program Director for the Strategic Design (SD) Masterclass Professional Development program within the Institute for Advanced Executive Education (PolyU IAEE), Program Leader for the *Ignite Innovation Industry Collaboration Futures* program, and Convener of the Design Economy initiative. Contributed extensively to institutional governance as an active School Research Committee Member (2015–2020), School Management Committee Member (2016–2018), and PhD Chief/Co-Supervisor.

Pioneering Course Development & Subject Leadership:
Conceptualized and led bleeding-edge graduate-level courses intersecting human-technology interaction, modern enterprise, and user metrics:

- **Human-Machine Systems & UX:** SD5173 (Human-in-the-Loop Cyber-Physical Systems), SD5406 (Design Experience).
- **Strategic Innovation:** SD5202 (Innovative Products and Services Dev), SD5001 (Innovation Tools for Strategic Design), SD5179 (Entrepreneurship Projects).

Rank Breakdown:
Assistant Professor (03/2020–07/2023) | Research Assistant Professor (10/2015–02/2020) | Visiting Lecturer & Research Associate (01/2014–09/2015).

CO-OPERATIVE PARTNERSHIPS & INDUSTRY COLLABORATIONS

Pioneering the Triple/Quadruple Helix Model to successfully merge corporate backing with academic research.

2015 – 2023 **Principal Investigator & Sponsor Liaison • PolyU Design Ignite Innovation**

- **UBS Wealth Management:** Structured and successfully negotiated a landmark 2+2+2+2-year continuously funded corporate research partnership program spanning Projects #1 through #8, yielding highly actionable strategic foresight models for private banking ecosystems.
- **Arup University (Hong Kong/UK):** Facilitated multiple design collaborations, including Master of Design theme sponsorships (SD5202) centered on "Urban Futures" (livability, ArtTECH, and Transit-Oriented Development).
- **Global Brand Initiatives:** Directed academic-corporate innovation projects sponsored by luxury powerhouse Kering Group (Gucci, Stella McCartney, Balenciaga, Alexander McQueen), Salvatore Ferragamo, HSBC, Citibank, Bissell Homecare Ltd (US), and Y&R/Sapient Razorfish.
- **Executive Masterclasses:** Launched global executive masterclasses in coordination with Tang X Academy (Shanghai) and the Royal College of Art (London), presenting themes like *“Life-centric Business Model Futures: FinTech”* and *“Digital-Self Identities in Hyperconnected Ecosystems.”*

HONORARY & ADVISORY APPOINTMENTS

05/2024 – Present **External Professor, DBA Program**

Business Science Institute • International

07/2018 – Present **Adjunct Associate Professor**

RMIT University • College of Business, School of Management, Melbourne, Australia

02/2023 – Present **Visiting Professor**
Aalborg University • Dept. of Architecture, Design & Media Technology, Copenhagen, Denmark

2020 – 2025 **Distinguished Scholar & College of Business Advisory Board Member**
Abu Dhabi University • Abu Dhabi, UAE

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

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

HIGHER EDUCATION QUALIFICATIONS

Aug 2024 **Senior Fellow of the Higher Education Academy (SFHEA)**
Advance HE • Recognition Code: PR282337
Validated record of sustained leadership, professional systemic efficacy, and impact in teaching, design-led learning frameworks, and academic mentorship.

03/2015 **Doctor of Philosophy (PhD) – Strategic Innovation**
Swinburne University of Technology • Melbourne, Australia
Dissertation Area: *Human Engagement Innovation Futures within complex organizational and service value setups.* Passed with high commendations from international reviewers.

2006 **Master of Business Administration (MBA)**
Victoria University • Melbourne, Australia • Major: Entrepreneurship & Innovation

Postgrad/Cert University of Cambridge (Circular Economy & Sustainability Strategies, 2022) • Royal College of Art (Service Design Certificate, 2020) • University of Houston (Professional Certificate in Foresight, 2018) • Hotelfachschule Hamburg (BA Eq. Advanced Diploma in Hospitality Management, 1984).

TEACHING & RESEARCH SPECIALTIES

- Human-Computer Interaction (HCI) & UX Systems
- Design Management & Fuzzy Front End Innovation
- Consumer (Human) Engagement & Experience Architecture
- Strategic Foresight & Futures Worldbuilding
- Sustainability Leadership & Circular Value Frameworks
- Breakthrough Products & Service Design Systems
- New Market Entry Strategy & Venture Commercialization
- Triple/Quadruple Helix Industry-Academia Integration

DOCTORAL & POSTGRADUATE SUPERVISION

PhD Successes

- **Chief Supervisor:** Mr. Henry Edelman (Successful Completion, June 2024). *"Megaregional Futures: Exploring Compaction Strategies for Sustainable Urban Development in the Context of Mega-Regionalization."*
- **Co-Supervisor:** Ms. Xiuxiu Wu (Successful Completion, June 2025). *"Design Knowledge Management and Creativity in Design Teams: China's High-Technology Industry."*
- **Co-Supervisor:** Ms. Wenjing Zhang (Successful Completion, April 2023). *"Digital Self-Identity in User-Platform Relationships: China Perspectives."*
- **Co-Supervisor:** Ms. Cherry Wang (2018 – 2024). *"Chinese Shadow Puppetry Optimization and Dissemination on We-Media Platforms."*

CORPORATE APPOINTMENTS (PRE-ACADEMIC CAREER)

A deep foundation of executive leadership for global brand icons, enabling seamless translation of academic concepts into industry-aligned applications.

2007 – 2012 **Vice President, Global Partnering and New Market Entry**

Bang & Olufsen A/S • New York, USA

Spearheaded the strategic launch, scaling, and operational management of the new enterprise business division (**B&O Enterprise**) across the Americas, establishing high-value commercial networks and global architecture/corporate partnerships.

2002 – 2007 **General Manager (Automotive)**

Intelematics Australia • Melbourne, Australia

Directed the multi-market commercialization of cutting-edge, innovative Telematics and connected-car software solutions for premier global OEM/OEI automotive brands (e.g., Toyota, BMW matrix integrations), bridging advanced vehicle-to-user technology with market strategy.

1997 – 2002 **Executive Director & Industry Propositions Manager**

Elements Melbourne / C-Bridge Internet Solutions (CBIS)

Pioneered corporate telemetry and vehicle connectivity frameworks at Elements. Designed complex enterprise blueprints and c-commerce eBusiness ecosystems for Fortune 500 incumbents at CBIS (an M.I.T. incubator spin-off).

1989 – 1997 **Managing Director (International Projects) & Co-founder**

PeakPanache Sdn. Bhd. (Malaysia) / MultiMerge Limited (Hong Kong)

Conceptualized and led high-growth, innovative international marketing, branding, and business re-engineering teams, managing global portfolios across Asia-Pacific and the Americas.

PEER-REVIEWED ACADEMIC & BOOK PUBLICATIONS

2026 Buehring, J., Hoorn, J., and Ho, L. (2026). "Quantum Probability in Strategic Innovation: Decision Support in Situations of High Uncertainty." *Journal of Innovation Management*. Position Paper (Pre-release stages, Fall 2026).

2024

Bühring, J., Kimbell, L., and Aaltonen, M. (Eds.) (2024). "Catalysing Action and Transdisciplinary Pathways towards Sustainable Transitions." *Journal of Innovation Management*, Special Issue.
Bühring, J. and Simeon, L. (2024). "New Approaches for Sustainable Growth: Advancing Cross-sector Collaborations, New Capability Building, and Executive Leadership." *Journal of Innovation Management*.
Bühring, J. (Lead Editor) (2024). "Bridging strategy from both business economics and design sciences - Influencing, Management, Capital." *CUBIC Journal*, Issue #6.

2022

Wu, X., Siu, K. W. M., and Buehring, J. H. (2022). "Barriers affecting incremental innovation in design-led SMEs in Greater Bay Area." *Proceedings of the 13th International AHFE Conference*, New York, USA.
Bühring, J. H. (2022). "Value innovation in the 'new' age of experiential consumption: The Millennial force." In *Culture, Innovation and the Economy*, Routledge (Chinese Translation Edition).
Buehring, J. (2022). "Foresight: Imagination and Worldbuilding." In M. Shanks & T. Carleton (Eds.), *Creativity in Complexity: The Case for Experiential Design Learning*, MIT Press.

2021

Bühring, J. H. (2021). *Private Banking and Wealth Management Futures 2030 – Greater China Perspectives*. Springer Briefs in Finance, Springer Nature. ISBN 978-981-16-3394-2.
Buehring, J. and Borja de Mozota, B. (2021). "Systems- driven Design Industry: the challenge towards a collective vision for all stakeholders in Design." *Proceedings of the IASDR 2021 Conference*, Springer Nature.
Endemann, H., Bruyns, G., and Buehring, J. (2021). "The Compact City and Contemporary Urbanization Processes: Discussing Alternative Interpretations." *International Seminar of Urban Form (ISUF)*.

2020

Buehring, J. and Bishop, P. (2020). "Foresight and Design: New Support for Strategic Decision-making." *She Ji: The Journal of Design, Economics, and Innovation*, 6(3), 408–432.
Buehring, J. and Vittachi, N. (2020). "Transmedia Storytelling: Addressing the Futures Communication Challenge with Video Animation." *Journal of Futures Studies*.

2019

Buhring, J. and Koskinen, I. (2019). "Beyond Forecasting: A Design-Inspired Foresight Approach for Preferable Futures." In *Philosophical Frameworks and Design Processes*, Intellect Books.
Buehring, J. and O'Mahony, B. (2019). "Designing memorable guest experiences: development of constructs and value- generating factors in luxury hotels." *Journal of Hospitality and Tourism Insights*. **(Winner of the 2020 Emerald Literati Outstanding Paper Award)**.

2011 – 2018

Buehring, J. and Liedtka, J. (2018). "Embracing systematic futures thinking at the intersection of Strategic Planning, Foresight and Design." *Journal of Innovation Management*, 6(3), 133-151.
Buehring, J. and Moore, P. (2018). "Emotional and Social Intelligence as 'Magic Key' in Innovation." *Journal of Innovation Management*.
Buehring, J. (2017). "Design-inspired foresight: strategic foresight techniques for preferable futures." *Design Management Academy (DMA)*, Hong Kong.
Buehring, J. (2011). "Designing and Delivering Memorable Experiences in the Luxury Hotel Sector." *CAUTHE 2011 Proceedings*, Adelaide.

RESEARCH GRANTS & FUNDED KEY INITIATIVES

Competitive Grants

- **2022:** HKG Gov. UGC Research Matching Grant (RMGS) – *"Seamless Actionable Access in an Era of Spatial Computing 2030"* (Industry-Government funded Co-funding).
- **2020:** HKG Gov. UGC Research Matching Grant (RMGS) – *"Business Model Futures - 2025"*.
- **2020:** DGRF (Competitive Departmental Research Grant) – *"Facing 21st Century Challenges: The Strategic Design Perspective - Metamodel and Research Agenda"*.
- **2019:** HKG Gov. UGC Research Matching Grant – *"Interconnected Value Systems - 2025"*.
- **2019:** ASTRI (Hong Kong Applied Science and Technology Research Institute) – *"Strategic Design & Visualization of Computation Analysis and System Testing"*.

Corporate Funding

- **UBS Wealth Management Research Suite (2015 – 2022):** Funded portfolio across 8 distinct phases tracking structural disruption, client-centric wealth models, invisible ecosystems, and predictive Delphi frameworks for Greater China 2030.
- **Arup Foresight Initiatives (2018):** Direct funding for the "Foresight by Design" Summer Research Series & Masterclass portfolios.
- **Curriculum Sponsorships (2015/16):** Funded research inquiries supported by Kering Group and Salvatore Ferragamo focusing on total retail transformation models.

INVITED KEYNOTES & SELECTED ACADEMIC SERVICE

Keynotes & talks

Delivered prestigious research seminars and expert talks globally, including: **KAUST** (Saudi Arabia, 2025), **Tsinghua University** (Beijing, 2023), **Politecnico di Milano** (Italy, 2023), **Royal College of Art** (London, 2022), **Aalborg University** (Copenhagen, 2022), **Asian Development Bank Futures Club** (2022), **UNESCO Chairs in Futures Literacy** (2022 nominated panelist), **Carnegie Mellon University** (USA, 2018), and the **Airbus China Innovation Centre** (Shenzhen, 2018).

Editorial Roles

- **Associate Editor:** *Journal of Innovation Management (JIM)* (Design, Foresight, Services Industries focus, 2018–Present).
- **Editorial Board Member:** *Cubic Journal* (2017–Present).
- **Active Expert Reviewer:** Palgrave Macmillan / Springer Nature Group (Books), *On the Horizon (Strategic Planning Journal)*, *Journal of Hospitality and Tourism Insights*.
- **Conference Organizing:** Track Co-Chair for IASDR 2021 (Business + Design Modes); Industry Engagement Chair for DIS 2018 (Designing Interactive Systems, Hong Kong); Track Chair for ADIM London 2019.

PROFESSIONAL AFFILIATIONS

Global Futures Society (Member since 2025) • World Futures Studies Federation (Full Member since 2016) • Alternative Planetary Futures Institute (ApFi) (Scientific Council Member since 2020) • Cumulus International Association (Since 2018) • Design Management Institute (DMI) • Association for Consumer Research (ACR) • Certified Project Manager (PRINCE2 methodology frameworks).