

Pomen družbene odgovornosti v procesu upravljanja z dizajnom

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Povzetek

Raziskovalno vprašanje (RV): V prispevku smo proučili pomen koncepta družbene odgovornosti pri upravljanju oblikovalskih procesov, saj družba vse bolj priznava potrebo po trajnostnih proizvodih in družbeno odgovornih storitvah. Pri tem smo definirali raziskovalno vprašanje in sicer na kakšen način dejavniki družbene odgovornosti vplivajo na dizajnerski proces.

Namen: Namen prispevka je ugotoviti značilnosti in vpliv družbeno odgovornih praks v procesih upravljanja z dizajnom, da bi spodbudili družbeno odgovorne oblikovalske rešitve. Cilj prispevka je proučiti proces upravljanja z dizajnom v kontekstu družbene odgovornosti.

Metoda: Izvedli bomo kvalitativno raziskavo in sicer študijo predvsem tuje strokovne literature, s poudarkom na analizi raziskav tujih avtorjev. Uporabili bomo naslednje metode raziskovanja: metodo deskripcije, komparacije, povzemanja, kompilacije ter metodo analize.

Rezultati: Na podlagi študije literature in raziskav z obravnavanega področja smo povzeli ključne ugotovitve ter odgovorili na postavljeno raziskovalno vprašanje.

Organizacija: Raziskava bo uporabna za menedžerje v tistih organizacijah, kjer je dizajn prepoznan kot dragoceno orodje za doseganje strateških ciljev in konkurenčnih prednosti. Spoznanja raziskave bodo lahko nadaljnja priporočila za uvajanje družbeno odgovornih konceptov v procese dizajn managementa, saj vodenje tovrstnih projektov zahteva upoštevanje ne le gospodarskih, temveč tudi družbenih in okoljskih ter kulturnih vidikov tega procesa.

Družba: Raziskava se bo nanašala na opredelitev dejavnikov družbene odgovornosti pri vodenju oblikovalskih procesov ter na njihov vpliv na družbo kot celoto.

Originalnost: Aktualnost izbrane tematike se izkazuje v vedno večjem zavedanju, da dizajn ni le nekaj lepega in na pogled privlačnega temveč je lahko sredstvo za izboljšanje kakovosti življenja in življenjskih pogojev. Originalnost raziskave se kaže predvsem v osredinjenju na proces družbene odgovornosti ter njen vpliv na oblikovalski proces.

Omejitve/nadaljnje raziskovanje: Omejili se bomo na podobne raziskave, ki so že bile izvedene na tem področju. Nadaljnje raziskovanje bi lahko še bolj podrobno obravnavalo posamezne dejavnike družbene odgovornosti v odnosu do oblikovanja, kar bi celostno zaokrožilo raziskovanje področja.

Ključne besede: dizajn, dizajn management, družbena odgovornost, organizacije, upravljanje, trajnostni razvoj, inovativnost

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The Importance of Social Responsibility in the Process of Design Management

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Abstract

Research Question (RQ): The article shall examine the importance of the concept of corporate social responsibility in the management of design processes, as society increasingly recognizes the need for sustainable products and socially responsible services. In the article we will answer the question as how the factors of social responsibility influence the design process.

Purpose: The purpose of this paper is to identify the characteristics and impact of socially responsible practices in design management processes in order to promote socially responsible design solutions. The aim of the paper is to examine the design management processes in the context of social responsibility.

Method: A qualitative survey will be conducted, namely, a study of foreign professional literature with an emphasis on the analysis of research written by foreign authors. We will use the following methods of research: the method of description, comparison, summation, compilation and the method of analysis.

Results: Based on the study of literature and research from the subject area, the article shall examine the raised research question.

Organization: The research will be useful for managers in those organizations where design is recognized as a valuable tool for achieving strategic goals and competitive advantages. The findings of the research can be considered as further recommendations for the introduction of socially responsible concepts in the design management processes, since the management of such projects requires taking into account not only the economic but also social, environmental and cultural aspects of this process.

Society: The research will address the definition of factors of social responsibility in the design management processes and their impact on society as a whole.

Originality: The relevance of the selected topic is reflected in the growing awareness that design is not just something beautiful and appealing, but can be a mean of improving the quality of life and living conditions. The originality of the research is mainly reflected in the focus on the process of social responsibility and its impact on the design process.

Limitations / further research: The study will be confined to similar research that has already been carried out in this field. Further research could address individual factors of social responsibility in relation to design, which would complete the field research comprehensively.

Keywords: design, design management, social responsibility, companies, management, sustainability, innovation

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