

Using The Design Thinking into Product Development Process: A Case Study in Bio-pharmaceutical Firm

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Abstract (12 font)

This study aims to apply the design thinking concept into the new product development process in Indonesia pharmaceutical company. The design thinking framework consist of two phases: identify and solve. The identify phase consist of discover and define, and solve phase consist of create and evaluate. Through the two phases of this, the new product development process in pharmaceutical company will be modified using the design thinking. This method in this study using the combination between survey and interview from the key persons in the company. The informants are deputy director in business development, R&D, product development and product planning. The managerial implication and discussion will be discussed in this study.

Keywords

Design thinking, Indonesia, product development process, pharmaceutical company

Biographies

Evo Sampetua Hariandja is assistant professor at the Department of Management Faculty of Economics and Business Universitas Pelita Harapan. He earned BE in Industrial Engineering from Institute of Technology Bandung, Master of Management in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and Doctor of Science in Management from Institute of Technology Bandung. He has published journal and conference papers. Dr. Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of IEOM Society International, Academy of Management, British Academy of Management,

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