

# Design & Brand Innovation Management

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## 1. Area of expertise, research area, or current themes in his/her research

We focus on the innovative products with inimitability (product innovation) and the innovative brands managing both heritage and innovation, and both timelessness and modernity (brand innovation) and will conduct interdisciplinary research as follows:

- 1) How to design a prospective product with identity of the brand (design management of new products)
- 2) How to design aesthetic form of product and to create *Kansei* (subjective and hedonic) value which can not be measured quantitatively but qualitatively (design management in narrow sense)
- 3) How to design strong identity of the corporation or the brand (design management in broader sense, and brand management)
- 4) How to innovate not only the form of the product as an output but also designed value and design process (design innovation management)
- 5) How to innovate brand through creating the innovative products, communicating the essence of difference from others, and leading the market (brand innovation management)

To give examples of target products and companies, we have researched new product development in the motor industry and the food industry, luxury brands such as Louis Vuitton and Chanel, heritage and innovation of long-standing companies such as Toraya and Chiso, marketability of environmental business including waste management business and environmentally-conscious products, and so on.

## 2. Supervision Policy

We place great importance on products (refereed journal papers, presentations on international conferences, publications)

## 3. Advice to prospective students

Since 2017, the performances of doctoral course students are as follows:

- "Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare," Toyo Keizai Shinposha, being printed, 2017 (translated in Japanese)
- Consumers' Perceptions of Store Location Effect on the Status of Luxury, Non-luxury, and Unknown Apparel Brands, *Journal of Global Fashion Marketing*, Vol.8, Issue 1, pp.21-39, Routledge, Taylor & Francis Group, 2017, ISSN 2093-2685 (Print) 2325-4483 (Online)
- Introduction: Contemporary Brand Design: Designing Meaningful Brand Experiences, In: Erik Bohemia, Cees de Bont, and Lisbeth Svengren Holm (eds.), *Conference Proceedings of the Design Management Academy – Research Perspectives on Creative Intersections –*, Vol.4, pp.1209-1212, Design Management Academy, London, UK, 2017, ISSN 2514-8419 (Set of Volumes), ISBN 978-1-912294-14-5 (Vol.4)
- Value Innovation in Traditional Craft Products: Implications from Case Studies, *20th QMOD (Quality Management and Organizational Development) – ICQSS (International Conference on Quality and Service Sciences) Conference 2017*, Session 2.5 Consumer Value, pp.1-16, Lund University Library Press, Sweden, 2017
- Cause and Effect of Design Features and Brand Value: Consumer Interpretation of Design and

Value of Long- and Short-Term Products, *The Design Journal: An International Journal for All Aspects of Design*, Vol.20, 2017 - Issue sup.1: Design for Next: Proceedings of the 12th European Academy of Design Conference, Sapienza University of Rome, 12-14 April 2017, pp.S4213-S4226, Routledge, 2017, ISSN 1460-6925 (Print) 1756-3062 (Online)

- The Effect of Selective Store Location Strategy and Self-Congruity on Consumers' Apparel Brand Attitudes Toward Luxury vs. Non-luxury, *Journal of Global Fashion Marketing*, Vol.8, Issue 4, pp.266-282, Routledge, Taylor & Francis Group, 2017, ISSN 2093-2685 (Print) 2325-4483 (Online)
- The Core Value of Luxury Brand: Rarity or Authenticity?, *Proceedings of Luxury Industries Symposium London 2017 (LUXI2017)*, Academic research sessions – Paper presentations "Luxury industries: to brand or not to brand?", pp.1-10, ESCP-EAP Europe Paris, 2017
- Luxury Branding: The Case of Chanel, *International Journal of Quality and Service Sciences*, Vol.9, Issue 3/4, pp.292-301, Emerald Group Publishing, 2017, ISSN 1756-669X
- Consumers' Apparel Brand Attitudes Based on Store Location Image and Self-Congruity: A Discussion of Store Development Strategy According to Brand Luxury, *Journal of Association of Product Development and Management*, Vol.14, No.1, pp.21-44, 2017, ISSN 1880-0297 (in Japanese)
- The Core Value of Luxury Brand: Rarity or Authenticity?, *Journal of Marketing Trends*, Vol.4, No.2, Digital Issue – Marketing of Luxury Industries, pp.37-43, The International Marketing Trends Conference, 2018, ISSN 1961-7798 (Print) 2114-8910 (Online)
- A Hierarchy Model of Quality- Recognition- Elite-oriented Value and Beliefs: Deciphering Luxury Consumption Behaviour, *Luxury Research Journal*, being printed, The Inderscience Publishers, 2018, ISSN 2041-3831 (Print) 2041-384X (Online)
- The Applicability of Luxury Strategy to Non-luxury Store Development: A Critical Review of Store Location Effect on Apparel Brand Equity Based on Brand Luxury, *Journal of Association of Product Development and Management*, Vol.14, No.2, pp.54-78, 2018, ISSN 1880-0297 (in Japanese)
- Luxury Brand Information Exposure of Authenticity Influences its Rarity, *Conference Papers, 13th Global Brand Conference: Branding in the Digital Age: Innovation & Responsibility*, Day 2, Track 3: Brand Love/Hate & Authenticity, pp.1-7, The Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group, and Northumbria University, Newcastle, UK, 2018
- Flagship Shop Strategy for Brand Building: Case of UNIQLO, *Proceedings of '2018 Global Marketing Conference at Tokyo'*, pp.1144-1156, Global Alliance of Marketing & Management Associations, 2018, ISSN 1976-8699
- Deciphering Luxury Consumption Behaviour through Knowledge- Attitude-Behaviour Perspectives, *Proceedings of 18th International Marketing Trends Conference (IMTC2019)*, Research Session Luxury Industries, pp.1-16, ESCP-EAP Europe Paris, 2019, [ISBN 978-2- 9532811-2-5](#)
- Psychological Switching Mechanism of Consumers' Luxury and Non-luxury Brand Attitude Formation: The Effect of Store Location Prestige and Self-congruity, *Helion*, Vo.5, Issue 5, e01581 (pp.1-12), Elsevier, 2019, ISSN 2405-8440, DOI 10.1016/j.heliyon.2019.e01581
- Subjective Well-being and Brand Luxury: A Comparative Discussion between Physical Stores and E-Retailers, *Proceedings of 'Global Fashion Marketing Conference at Paris'*, Session 1.1, pp.1-18, Global Alliance of Marketing & Management Associations, 2019
- Applying Machine Learning to Market Analysis: Knowing Your Luxury Consumer, *Journal of Management Analytics*, Volume 6, Issue 4, being printed, Taylor & Francis, 2019, ISSN 2327-0012

(Print) 2327-0039 (Online), DOI 10.1080/23270012.2019.1692254

- Luxury Strategy by Daily Fashion Brand of UNIQLO: Flagship Shop Strategy for Large Store Location, *Journal of Textile Science & Fashion Technology*, Vol.4, Issue 2, pp.1-6, Iris Publishers, 2019, ISSN 2641-192X, DOI 10.33552/JTSFT. 2019.04.000584
- A Conceptual Framework on the Influence of Authenticity and Rarity on Luxury Brand Value (共同), *Marché et Organisation*, Vol.36, special issue on Luxury, being printed, L'Harmattan, 2019, ISSN 1953-6119 (Print) 2264-525X (Online)