

Xihui Liu  
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## Qualifications

Doctor of Philosophy, The Hong Kong Polytechnic University

## Employment

### Assistant Professor

Assistant Professor  
School of Design  
The Hong Kong Polytechnic University  
1 Jul 2019 → present

## Research outputs

### The holistic frame of designing smart, connected products: A systematic literature review and expert interview

Liu, X., de Bont, C. J. P. M. & Zhang, M., Apr 2022, In: The Design Journal.

### Barriers to Bringing Design Function into Technology Start-Ups: A Survey on the Incubation Programme of Hong Kong Science Park

Liu, X., Sep 2021, In: The Design Journal. 24, 5, p. 807 828 p.

### Enterprises as the Main Body of Developing Innovation Design

Liu, X., Liu, H., Jia, J., Xiao, N., Xu, J., Zhao, Y., Xu, Z., Zhang, Y. & Sun, S., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 87-112 26 p. (Springer Tracts in Mechanical Engineering).

### Implementation of Innovative Design Talent Strategy

Liu, X., Jia, J., Liu, H., Xu, J., Sun, L., Zhang, K., Xu, Z., Zhang, Y. & Sun, S., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 113-139 27 p. (Springer Tracts in Mechanical Engineering).

### Improving Innovative Design of Industries in an All-Round Way

Ming, X., Xiao, N., Yin, D., Wang, X., Wang, L., Kong, F., Wang, P., Wu, Z., Song, W., Xu, Z., Li, M., He, L., Li, X., Zheng, M., Liu, Z., Qu, Y., Zhang, X., Chen, Z., Qiu, S., Xu, Z. & 2 others, Zhang, Y. & Liu, X., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 61-85 25 p. (Springer Tracts in Mechanical Engineering).

### Innovative Design Cases

Ning, X., Liu, X., Han, T., Tang, Y., Xu, X., Chai, C., Chen, S., Zou, N., Du, Y., Zhang, K., Xu, Z., Zhang, Y. & Liu, H., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 171-241 71 p. (Springer Tracts in Mechanical Engineering).

### Innovative Design Safeguard Measures

Xu, J., Lou, Y., Zhang, K., Liu, X., Liu, H., Gong, M., Chen, S. & Jia, J., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 161-169 9 p. (Springer Tracts in Mechanical Engineering).

### Strengthening the Basic Research of Innovative Design and the Construction of Common Key Technology Platform

Han, T., Dong, Z., Li, Y., Liu, X., Ming, X., Wen, B., Xu, B., Xin, X., Xue, C., Zhang, K., Xu, Z., Zhang, Y. & Xu, J., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 141-159 19 p. (Springer Tracts in Mechanical Engineering).

### **The Concept and Connotation of Innovative Design**

Tang, Y., Zou, N., Chai, C., Liu, X., Jiang, N., Du, Y., Hao, X., Huang, J., Xia, L., Xu, Z. & Zhang, Y., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 21-59 39 p. (Springer Tracts in Mechanical Engineering).

### **The Necessity of Developing Innovative Design**

Zhao, Y., Liu, X., Liu, H., Li, Y., Jia, J., Li, M., Xu, Z., Zhang, Y. & Xu, J., 21 May 2020, *Springer Tracts in Mechanical Engineering*. Springer, p. 1-19 19 p. (Springer Tracts in Mechanical Engineering).

### **Design management capability in entrepreneurship: A case study of xiaomi**

Liu, S. X. & Rieple, A., Dec 2019, In: *International Journal of Design*. 13, 3, p. 125-138 14 p.

### **中國製造業“一帶一路”國際合作的機遇與挑戰研究 Opportunities and Challenges for International Cooperation of China's Manufacturing Industry under the Belt and Road Initiative**

Liu, X., Pan, Y., Tang, Y., Ming, X. & Liu, H., 9 Oct 2019, In: *中国工程科学 (Engineering science)*. 21, 4, p. 7-13

### **Design for Development: a Chinese Perspective**

Liu, X. & Cai, J., Oct 2019, *Design Development: Leveraging social and economic growth through design policies*. Editora Blucher, 1

### **Approach to Visual Strategy of Branding: Perspective from China**

Liu, X., 2019, *TransVisuality: the Cultural Dimension of Visuality*. Michelsen, A., Kristensen, T. & Wiegand, F. (eds.). 1 ed. UK: Liverpool University Press, Vol. 3. p. 218-234 17 p. 1. (TransVisuality).

### **THE CONSTRUCTION OF XIAOMI'S INNOVATION ECOSYSTEM**

Liu, X. & Rieple, A., Jun 2018, *EURAM 2018: European Academy of Management Conference 2018*.

### **The New Role of Design in Innovation : A Policy Perspective from China**

Liu, S. X., Liu, H. & Zhang, Y., Nov 2017, In: *Design Journal*. 21, 1, p. 37-58 22 p.

### **Barriers to Strategic Design: A Perspective from China**

Liu, S. X. & de Bont, C., Sep 2017, In: *She Ji*. 3, 2, p. 133-145 13 p.

### **Breakthrough innovation through design education: Perspectives of design-led innovators**

de Bont, C. J. P. M. & Liu, X., 1 Apr 2017, In: *Design Issues*. 33, 2, p. 18-30 13 p.

### **數字創意產業向其他產業無邊界滲透**

Liu, X., Tang, Y. & Wang, Z., Mar 2017, In: *China Strategic Emerging Industry 中国战略新兴产业*. 9, p. 70-74

### **A Conceptual Framework of Dynamic Design Management Capability**

Liu, X., 2017, *2017 Design Management Academy Conference*. Bohemia, E., Cees, D. B. & Holm, L. S. (eds.). the Design Research Society

### **制造业创新设计**

Liu, X. (ed.), 2017, Shanghai Jiao Tong University Press. 248 p.

### **Design Development in China: from 1949 to 2015**

Liu, X. & Cai, J., Nov 2016, In: *International journal of cultural and creative industries*. 4, 1, p. 62-72

### **Design awareness : developing design capacity in Chinese manufacturing industry**

Liu, X., 2016, p. 1-15. 15 p.

### **Innovation design : made in China 2025**

Liu, X., 2016, In: *Design management review*. 27, 1, p. 52-58 7 p.

### **Managing design in high growth manufacturing industry**

Liu, X., Oct 2015, *A-DEWS 2015 - Design Engineering in the Context of Asia - Asian Design Engineering Workshop, Proceedings*. p. 100-105 6 p.

### **China good design: Case study on the path of innovative design in enterprise**

Liu, X., 2015, 中國科學技術出版社.

### **Design para o desenvolvimento: uma perspectiva da China**

Liu, X. & Cai, J., 2015, *Design e desenvolvimento: 40 anos depois*. Blucher, p. 167-181 1

### **中国好设计 : 企业创新设计路径案例研究**

Liu, X., 2015, China Science and Technology Press.

### **中國好設計案例選登(一) — 技術及生態創新:大疆創新**

Liu, X., 2015, In: *机械工程导报*. 180, 5, p. 18-23

### **中國好設計案例選登(二) — 技術創新:康藝電子**

Liu, X., 2015, In: *机械工程导报*. 180, 6, p. 24-28

### **设计管理**

Liu, X., 2015, 北京大学出版社.

### **设计管理**

Liu, X., 2015, Beijing University Press. 223 p. (国家级特色专业: 广州美术学院工业设计学科系列教材)

### **Six models of managing design in manufacturing industry**

Liu, X., 1 Jan 2014, *2013 IEEE-Tsinghua International Design Management Symposium: Design-Driven Business Innovation, TIDMS 2013 - Proceedings*. IEEE, p. 47-54 8 p. 6981214

### **The evolution of design management : a comparison of the UK, US, and Japan**

Liu, X., 2014, In: *International journal of cultural and creative industries*. 2, 1, p. 62-79 18 p.

### **創新設計新價值:面向轉移經濟的系統設計思維**

Liu, X., 2014, In: *机械工程导报*. 171, 2, p. 29-31

### **Revolution brewing : where is design excellence in 2017?**

Ilpo, K. & Liu, X., 2013, *[Missing Source Name from PIRA]*.

### **發展設計競爭力的六個模式**

Liu, X., Dec 2012, In: *Tsinghua Business Review清华管理评论*. 10, 6, p. 42-51

### **Models of developing design capacity : perspective from China**

Heskett, J. & Liu, X., 2012, p. 224-237. 14 p.

### **Design management as a stage of design education: an experience from Kao Gong Ji**

Liu, X., 2009, *Proceedings of ICSID Design Education Conference*.

### **The approach of design management in China**

Liu, X. & HESKETT (Prof.), J., 2009, *IASDR 2009: Design/Rigor & Relevance proceedings* .

### **The way of knowing design management**

Liu, X., 2009, *IASDR 2009: Design/Rigor & Relevance proceedings* . p. 2161-2172

### **Breaking the frame: from styling to strategy**

Liu, X. & HESKETT, J., 2008, *Proceedings of International DMI Education Conference-Design Thinking: New Challenges for Designers, Managers and Organizations*.

## **Activities**

### **Design Management as a Strategic Asset: Academic Design Management Conference**

Xihui Liu (Programme Chair)

3 Aug 2022 → 4 Aug 2022

### **Design Management as a Strategic Asset: Academic Design Management Conference (Event)**

Xihui Liu (Reviewer)

3 Aug 2022 → 4 Aug 2022

### **DRS2022**

Xihui Liu (Programme Chair)

25 Jun 2022 → 3 Jul 2022

### **PolyU Micro Fund 2022**

Xihui Liu (Other)

18 May 2022

### **School of Design (Organisational unit)**

Daniel Keith Elkin (Member), Sze Tsan Choy (Chair / President), Stephen Jia Wang (Chair / President) & Xihui Liu (Chair / President)

4 May 2022 → 3 May 2023

### **China Design Research Forum**

Xihui Liu (Chair)

10 Dec 2021

### **IASDR 2021**

Xihui Liu (Chair)

5 Dec 2021 → 9 Dec 2021

### **Entrepreneurship Business Programme - Design-Centric Entrepreneurship**

Xihui Liu (Lead consultant)

29 Oct 2021 → 30 Apr 2022

### **Technology or people, which is the first principle for Design**

Xihui Liu (Invited speaker)

25 Sep 2021

### **Public Lecture Series: Service Design in Leading Industries**

Xihui Liu (Invited speaker)

15 Sep 2021

### **DXT Global Talk: How to evaluate the value of design**

Xihui Liu (Invited speaker)

11 Mar 2021

**The Design Journal (Journal)**

Xihui Liu (Reviewer)  
2021 → ...

**DxT Annual Stakeholders Meeting: Design-led Entrepreneurship on HKSTP Startups**

Xihui Liu (Invited speaker)  
18 Dec 2020

**A Preliminary study on the design management maturity of technology entrepreneurship**

Xihui Liu (Lead consultant)  
24 Oct 2020 → 1 Apr 2021

**DMI: Academic Design Management Conference 2020 (Event)**

Xihui Liu (Reviewer)  
Aug 2020 → ...

**The 1st Meeting of 2020 China Good Design**

Xihui Liu (Participant)  
2 Jun 2020

**DXT Talk: Meet the Experts**

Xihui Liu (Invited speaker)  
28 May 2020

**The Working Seminar of 2020 Online Good Design Activities**

Xihui Liu (Participant)  
26 May 2020

**School of Design (Organisational unit)**

G Bruyns (Chair / President) & Xihui Liu (Member)  
19 May 2020

**The Kick-off Meeting of 2020 China Good Design Competition**

Xihui Liu (Member of organizing committee)  
19 May 2020

**Innovation Design Competition of China Emergency Rescue**

Xihui Liu (Other)  
18 May 2020

**A Preliminary study on the design management maturity of technology entrepreneurship**

Xihui Liu (Lead consultant)  
15 Apr 2020 → 1 Sep 2020

**Seminar of Made in China and One Belt One Road**

Xihui Liu (Chair)  
11 Jan 2020

**The Concluding meeting of The Research on Emerged Strategic Industries (2035) and Kick-off meeting of Strategic Research on Emerged Industries in the New Normal**

Xihui Liu (Participant)  
10 Jan 2020

**中国创新设计产业联盟 Innovation Design Alliance of China (External organisation)**

Xihui Liu (Secretary)

Jan 2020 → Dec 2024

**16th Dragon Award, Top Ten Young Designer**

Xihui Liu (Member of programme committee)

2020 → ...

**Design-centred Entrepreneurship Training Program**

Xihui Liu (Lead consultant)

2020 → 2021

**Design Research Society (DRS). Conference (Event)**

Xihui Liu (Reviewer)

2020 → ...

**RChD: Creación y Pensamiento (Journal)**

Xihui Liu (Reviewer)

2020 → ...

**The Design Research Society 2020 International Conference (Event)**

Xihui Liu (Reviewer)

2020 → ...

**Academic Forum of 25 year Industrial Design in Jiangsu Province**

Xihui Liu (Invited speaker)

21 Dec 2019

**GBA. Design. Relaunch: Seminar of GAFA design phenomena by Prof Dingbang Ying**

Xihui Liu (Invited speaker)

18 Dec 2019

**Annual Meeting of China Innovation Design And the Award Ceremony of China Good Design**

Xihui Liu (Chair)

9 Dec 2019

**The 9th PhD Colloquium on Design Research**

Xihui Liu (Invited speaker)

7 Dec 2019

**The First China International Design Research Forum**

Xihui Liu (Invited speaker)

7 Dec 2019 → 8 Dec 2019

**The Forth Shanghai Jiaotong University Innovation Design Forum**

Xihui Liu (Invited speaker)

22 Nov 2019

**Cubic (Journal)**

Xihui Liu (Reviewer)

19 Nov 2019 → ...

**Frontiers of Information Technology and Electronic Engineering (Journal)**

Xihui Liu (Reviewer)

1 Nov 2019 → 31 Dec 2020

**Frontiers of Information Technology and Electronic Engineering (Journal)**

Xihui Liu (Reviewer)

Nov 2019 → ...

**Guangzhou International Conference of Understanding China and Creative China 1212 of Guangzhou National Advertisement Industry Park**

Xihui Liu (Invited speaker)

27 Oct 2019

**Understanding China Conference: GAFA Session**

Xihui Liu (Invited speaker)

27 Oct 2019

**Preparation meeting for 2019 China Design Research Forum**

Xihui Liu (Member of organizing committee)

17 Oct 2019

**Preview Meeting of 2019 China Good Design**

Xihui Liu (Chair)

14 Oct 2019

**The 10th Hong Kong Corporate Citizenship Program: Calendar Design Competition**

Xihui Liu (Other)

4 Oct 2019

**Project meeting of Research on International Collaboration of Manufacturing Industry in OBOR.**

Xihui Liu (Chair)

13 Aug 2019 → 17 Aug 2019

**China Good Design in Xinjiang, China**

Xihui Liu (Chair)

29 Jul 2019 → 5 Aug 2019

**Project Meeting of Research on International Collaboration of Manufacturing Industries along OBOR**

Xihui Liu (Chair)

6 Jul 2019

**Sino-Japan Welfare Cultural and Innovation Design of Service Forum**

Xihui Liu (Invited speaker)

11 Apr 2019

**3rd LeNS World Distributed Conference 2019 (Event)**

Xihui Liu (Reviewer)

2019 → ...

**Design Science (Journal)**

Xihui Liu (Reviewer)

2019 → ...

**Design Science (Journal)**

Xihui Liu (Reviewer)

2019 → ...

**Frontiers of Information Technology and Electronic Engineering (Journal)**

Xihui Liu (Reviewer)

2019 → ...

**The construction of Xiaomi's innovation ecosystem**

Xihui Liu (Speaker)

19 Jun 2018 → 22 Jun 2018

**DMA Collective Professional Workshop**

Xihui Liu (Member of organizing committee)

16 Jun 2018 → 18 Jun 2018

**PhD in Design Examination of Politecnico di Milano**

Xihui Liu (Examiner)

23 Feb 2018

**Cumulus Conference 2018 (Event)**

Xihui Liu (Reviewer)

2018 → ...

**Design Research Society 2018 International Conference (Event)**

Xihui Liu (Reviewer)

2018 → ...

**She Ji. The Journal of Design, Economics, and Innovation (Journal)**

Xihui Liu (Reviewer)

2018 → ...

**Development and Strategy of Design Thinking in Enterprise**

Xihui Liu (Invited speaker)

22 Jun 2017

**Innovation Design Alliance of China (External organisation)**

Xihui Liu (Executive member)

Apr 2017 → Apr 2019

**Design Thinking**

Xihui Liu (Invited speaker)

13 Jan 2017

**2017 DMI Academic Design Management Conference (ADMC) (Event)**

Xihui Liu (Reviewer)

2017 → ...

**IASDR 2017 Re: Research (Event)**

Xihui Liu (Reviewer)

2017 → ...

**International Journal of Design (Journal)**

Xihui Liu (Reviewer)

2017 → ...



**International Journal of Design (Journal)**

Xihui Liu (Reviewer)

24 Oct 2016 → 31 Dec 2020

**Rethinking the Value of Design Research in Practice**

Xihui Liu (Invited speaker)

22 Oct 2016

**Forum on Science and Technology Cooperation in Cross-Strait and Hong Kong-Macao**

Xihui Liu (Panel Chair)

25 Sep 2016

**Design and Value Creation in Business**

Xihui Liu (Invited speaker)

28 May 2016

**She Ji. The Journal of Design, Economics, and Innovation (Journal)**

Xihui Liu (Reviewer)

2016 → 2025

**She Ji. The Journal of Design, Economics, and Innovation (Journal)**

Xihui Liu (Reviewer)

2016 → ...

**Meaningful Innovation**

Xihui Liu (Invited speaker)

18 Sep 2015

**Defining the Era of Smart Production through New Thinking of Innovation Design**

Xihui Liu (Invited speaker)

18 Jun 2015

**Insights: Win-win of Innovation Design and Service in Smart Era**

Xihui Liu (Invited speaker)

18 Jun 2015

**1st Chinese Design PhD Colloquium**

Xihui Liu (Member of organizing committee)

24 Apr 2015 → 25 Apr 2015

**Innovation Design: The new design thinking in Knowledge Economy**

Xihui Liu (Invited speaker)

18 Apr 2015

**Seminar on Innovation Design Research**

Xihui Liu (Member of organizing committee)

28 Jan 2015 → 6 Feb 2015

**Working meeting of China Design Competitiveness Committee**

Xihui Liu (Member of organizing committee)

5 Jan 2015

### **Redesign Design Education International Conference 2014**

Xihui Liu (Invited speaker)  
23 May 2014 → 26 May 2014

### **Consumer Insight (Work Package 1)**

Xihui Liu (Lead consultant), Benny C.H. Leong (Consultant) & Cornelis Joachim Petrus Maria de Bont (Consultant)  
15 Aug 2013 → 14 Jan 2014

### **Senior training program of innovation design (Sichuan)**

Xihui Liu (Invited speaker)  
3 Jul 2012

## **Prizes**

### **Annual Contribution**

Liu, Xihui (Recipient), 2017

### **First Ordos International Creative Design Competition**

Liu, Xihui (Recipient), 2016

### **School Research Excellence Award 2020/21**

Liu, Xihui (Recipient), 31 May 2021

### **The 10th PhD Colloquium on Design Research**

Liu, Xihui (Supervisor), 8 Dec 2019

### **The 6th Governor of Guangdong Province Industrial Design Competition**

Liu, Xihui (Supervisor), 2012

### **The 8th Governor of Guangdong Province Industrial Design Competition**

Liu, Xihui (Supervisor), 2014

### **The 9th PhD Colloquium on Design Research**

Liu, Xihui (Supervisor), May 2019

### **光华龙腾奖 ( 2015 ) 第十一届中国设计界十大杰出青年 Top Ten Young Designer**

Liu, Xihui (Recipient), Dec 2015

## **Press/Media**

### **“东莞制造”如何提升智能化水平**

Xihui Liu  
4/12/17  
1 Media contribution

### **中日福祉文化与 服务创新设计论坛在我校举办**

Xihui Liu  
11/04/19  
1 Media contribution

### **第二期粤港澳大湾区生产力大讲堂——“设计驱动产业升级、推动民营经济发展”培训交流会在中山召开**

Xihui Liu  
30/11/18

1 Media contribution

## **Awards**

## **Projects**

### **Student theses**

#### **Business Incubation Process for Design Start-ups: Case Studies on Government-based and University-based Business Incubators in Hong Kong**

Author: Fong, W. M. T. & FONG, W. M., 2022

Supervisor: Liu, X. (Chief supervisor)

#### **An exploration on the roles of design to create shared value as an integrative social and business innovation process**

Author: Kyulee, K., 2020

Supervisor: Liu, X. (Chief supervisor), de Bont, C. J. P. M. (Co-supervisor) & Gutierrez, L. (Co-supervisor)

#### **Towards a comprehensive and integrated framework that serves as a basis to describe, stimulate and analyze innovation in intelligent products**

Author: Mengting, Z., 2018

Supervisor: Liu, X. (Co-supervisor) & de Bont, C. J. P. M. (Chief supervisor)