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Frontcover: **Fernanda Sklovsky**

## Editorial

The Strategic Design Research Journal releases its first issue of 2022 a few weeks after our editorial team produced an analysis of its five previous years, a report that focused in the period after the adoption of English as our single working language. Since 2017, we have published 139 papers, between special and regular issues. The journal has raised bigger attention from the design community in recent years, which resulted in a growing number of submissions. At the time of this writing, the SDRJ has an estimated time between five and seven months before announcing the evaluation results. The findings of this research will support the creation of internal editorial groups and strengthen the strategic guidance of our longitudinal work.

For this issue we present you seven papers. Two of them highlight the situation of Small and Medium-sized Enterprises (SMEs). *Product design and innovation: manufacturing SMEs in Santiago de Chile*, authored by Amparo Álvarez Meythaler and Rubén Méndez Reátegui, takes companies in a South American landscape as reference. They argue, supported by the fields of Design and Economy, that the former is credited for introducing the concept of innovation in the product system, thus improving companies' aptitude to compete in the market. Czech Republic offers the research universe of another contribution around these themes. In *Small and Medium-sized Enterprises' Approach to Design Management*, Jan Kramoliš and Eva Šviráková affirm that Czech SMEs still rely mostly in design as a stylistic creation and through design management they can achieve better results towards business prosperity.

Still echoing the global pandemic provided by Covid-19, two papers study design adaptability to this situation. Skliarenko *et al* reflect upon students' stress during the pandemic and the role of design creativity to deal with stress situations. *Design Creativity as the way of dealing with students' stress in the context of the global pandemic challenge* also seeks interdisciplinary efforts. While analysing diploma works from Ukrainian students, its authors bring contributions from education and art-therapy, besides design. Another submission dealing with the pandemic comes from an Irish context. Online-based participatory design. *A Case Study of Developing International Standards During a Pandemic* provides an in-depth discussion of an online participatory design process. Leveraging from digital technologies, Zallio *et al* allege that the development of standards is changing. Apart from industry-to-industry discussion, different actors could be brought together to support such projects.

Organizations face uncertainty on a regular basis. Turning this issue into a design one, Patricia Hartmann Hindrichson and Airton Cattani resort to scenario development as a design technology. In *Memories of the Future: a design technology by scenarios*, they present a methodology supported by a workshop experience in Brazil as a resource to change participants' actions in their ecosystems based on the creation of scenarios. Da Rosa *et al* show us an exploratory research, *A Systematic Review of Design and Wellbeing*. They investigated keywords' use and discovered prevalent geographical regions and fields of investigation. And the final paper of this number looks toward graphic design and brand perception in a strategic approach. *The Effects of Logo Design toward Brand Personality Perception: A Study of Logo Elements in Real Estate Business*, by Mittheera Leelayudthyothin, surveyed stakeholders' interpretations and provides contributions to support the use of the names, forms and colours of business organizations. We hope you appreciate this collection.

**Carlo Franzato and Edu Jacques**  
Editor and Assistant Editor