**Paper No: PU-SOM- 07**

**Digital Design Thinking and Innovation- A Neurostrategic Prospective**

**Arabinda Bhandaria**

a. Associate Professor, School of Management, [Presidency University, Bangalore](https://www.researchgate.net/institution/Presidency_University_Bangalore) 560 064

**Abstract**

This paper investigates opportunities of digital technology for design thinking and innovation from a neurostrategic competitive advantage prospective. By using the empirical epistemological systematic analysis based on Kuhn scientific revolution models, this study suggests, by a scientific analysis in the journal from 2010 until now. The conclusion is that digital technology tools are showing sign of future success in management science but there is still much confusion and misinterpretation about what would be behavioral and neuroscientific research that can help design thinking and innovation. As a novelty, this research will propose a discussion to define a probable model for an organization to get a sustainable competitive advantage by using the digital technology in the area of design thinking and innovationwith the help of neurostrategic concept.

**Keywords:**

Design Thinking; Neurostrategy; SMAC; Behavioral Strategy; Strategic Innovation.

**Publication Details:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Journal Name** | **Vol.** | **Month & Year**  | **Page No.** | **Publisher** | **Scimago Ranking** |
| European Journal of Business and Management |  11(1) |  Nov, 2019  |  60-69 | IISTE | EBSCO,( US) Indexed |