

Design Thinking Implementation in Corporate Innovation: Human-Centered Innovation Processes and Cross-Functional Team Collaboration

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Abstract: *This research examines the implementation of design thinking methodologies in corporate innovation environments, with specific focus on human-centered innovation processes and cross-functional team collaboration. Through analysis of recent empirical studies and corporate case studies from 2020-2022, this paper evaluates the effectiveness of design thinking frameworks in enhancing innovation outcomes. The study reveals that 71% of companies report improved working culture through design thinking implementation, while 83% of digitally mature organizations utilize cross-functional teams. Companies employing human-centered design thinking approaches demonstrate 228% better performance compared to S&P index benchmarks. The research highlights critical success factors including organizational readiness, cross-functional collaboration mechanisms, and systematic human-centered processes that drive sustainable innovation outcomes*

Keywords: Design thinking, corporate innovation, human-centered design, cross-functional teams, innovation management