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Sommario/riassunto	This study examines the management strategies of representative companies in each country to gain insight into the value of ESG management strategies for corporate innovation and how design thinking and artistic interventions can foster creativity both internally and externally to drive corporate innovation. It compares the current state of design and/or art-driven innovation strategies in Korean and Chinese companies under ESG frameworks, and then discusses the challenges of corporate innovation in these countries. Based on the results of the comparison, the study suggests the future of corporate innovation in China.