

# IFKAD 2008

## International Forum on Knowledge Assets Dynamics

Third Edition on  
“Intellectual Capital Dynamics and Innovation Capabilities”

Organized by:



Palazzo dell'Annunziata, Piazza Vittorio Veneto  
Matera, Italy,  
26-27 June 2008

### FINAL PROGRAM

**Wednesday June 25, 2008**

17.00 – 18.30

Palazzo dell'Annunziata – Welcome Area

**PRE-REGISTRATION**

**Thursday June 26, 2008**

**REGISTRATION**

08.00 – 09.00

Palazzo dell'Annunziata – Welcome Area

## OPENING SESSION

Chairman: Giovanni Schiuma, *University of Basilicata, Italy*

09.00 – 09.30

### Welcome Addresses

Emilio Nicola BUCCICO - *Mayor of City of Matera, Italy*

Giovanni SCHIUMA, *University of Basilicata, Italy*

Antonio Mario TAMBURRO - *Rector, University of Basilicata, Italy*

## PLENARY SESSION 1

09.30 – 10.30

Key-Note Speaker: Leif EDVINSSON, *Lund University, Sweden*  
“Quizzics for the Future... as Knowledge Navigation”

## KNOWLEDGE CAFÉ

10.30 – 11.00

## PARALLEL SESSIONS

11.00 – 13.00

<b>Main Room</b> Parallel session 1a	<b>“Sassi” Room</b> Parallel session 1b	<b>“Vicinato” Room</b> Parallel session 1c
<b><i>IC and Innovation Capabilities</i></b>	<b><i>IC and Organizational Innovation</i></b>	<b><i>IC of nations, regions, clusters and cities</i></b>
Chair: Maria Weir <i>Intellectual Assets Centre, UK</i>	Chair: Karim Moustaghfir <i>University Al Akhawayn in Ifrane, MAR</i>	Chair: José Maria Viedma Marti <i>Polytechnic University of Catalonia, ESP</i>
S. Bruggeman, G. Tovstiga, Ch. Brewster – <i>Henley Management College, UK</i> Innovation and Intellectual Capital – The Role of the Globally Mobile Professional - N. Aramburu, J. Sáenz , O. Rivera <i>University of Deusto, ESP</i> Structural Capital, Innovation Capability, and Size Effect: an Empirical Study - J. Sanchez-Gutierrez et al. <i>CUCEA University of Guadalajara, MEX</i> Analysis of Marketing Knowledge in the Restaurant’s Industry: Cases in Tepic, Mexico - R.M. Dangelico <i>Polytechnic of Bari, ITA</i> External Knowledge Sources in Green Product Development	B. Martins <i>Technical University of Catalonia, ESP</i> SMEs’ Shortcomings in Managing Intellectual Capital: The InCaS-Spain Experience - S. Durst, S. Güldenber <i>University of Liechtenstein, LIE</i> The Role of Intangible Assets in the Company Succession Process Of Smes – An External Perspective - S. Regan, Ch. Ibbott <i>Cranfield School of Management, UK</i> <i>The University of Surrey, UK</i> Organisations as Lemons: the Emergence of a Global, Virtual Inter-Organisational Social Network in Response to Organisational Failure - K. Varbanova-Dencheva <i>State Univ. of Libraries Studies &amp; IT, BLG</i> Co-Evolution Models of the Knowledge Organisation in the Digital Libraries Transformations -	C.Y.Y. Lin, L. Edvinsson <i>National Chengchi University, TWN</i> <i>Lund University, SWE</i> National intellectual capital: A Comparison of Four Southern European Countries - R. Villarreal <i>Center of Intellectual Capital and Competitiveness, MEX</i> Intellectual Capital And Innovation Cluster: Building And International Knowledge City: The Case Of Monterrey - V. Albino, N. Carbonara, I. Giannoccaro <i>Polytechnic of Bari, ITA</i> Competitive success of Industrial Districts: An explorative Study in Italy - H. Dragomirescu <i>Bucharest University of Economics, ROM</i> Managing Intangibles in an Emerging Economy: Misconceptions and Mispractices Peculiar to Romania - P.W. Zgheib <i>American University of Beirut, LBN</i> Lebanon’s Knowledge Management Practices: Adopting the Japanese or Western Approach?

**LUNCH - RESTAURANT "IL TERRAZZINO"**

13.00 – 15.00

**PARALLEL / SPECIAL SESSIONS**

15.00 – 17.00

<b>Main Room</b> Special session 1	<b>"Sassi" Room</b> Parallel session 2a	<b>"Vicinato" Room</b> Parallel session 2b
<p><b><i>Diffusion and Creation of Knowledge in Local and Global Networks</i></b></p> <p>Chair: Claudio A. Garavelli <i>Polytechnic of Bari, ITA</i></p>	<p><b><i>IC, Strategies and Change Management</i></b></p> <p>Chair: Ante Pulic <i>Economic University of Zagreb, HRV</i></p>	<p><b><i>IC and Performance Improvement</i></b></p> <p>Chair: Dumitru Miron <i>Bucharest University of Economics, ROM</i></p>
<p>N. McMacken, R. McAdam <i>C/O JPM Contracts Ltd, Northern Ireland University of Ulster, IRL</i> The Development of Absorptive Capacity within the Construction Industry using a Knowledge Transfer Partnership (KTP): A Multi-Level Case Analysis -</p> <p>M.F. Faraone, M. Gorgoglione, S. Lombardi <i>Polytechnic of Bari, ITA</i> <i>University of San Marino, RSM</i> Knowledge Discovery in Databases In Smes: Effectiveness of Tools and Organizational Conditions -</p> <p>D. Miron <i>Bucharest University of Economics, ROM</i> Linking the Double Helix of Learning and Working to the Triple Helix in the Europe of Knowledge -</p> <p>R. Ch. Goduscheit <i>Aalborg University, DNK</i> Relationships, Networks and Innovation – Squaring the Circle? -</p> <p>M. Solitander , N. Solitander <i>Swedish School of Economics and BA, FIN</i> Protection, Sharing And Thievery of Knowledge In Networks: The Case Of The Formula 1 Industry</p>	<p>A. Lönnqvist, V. Sillanpää , A. Kianto <i>Tampere Univ. of Technology, FIN</i> <i>Lappeenranta Univ. of Technology, FIN</i> Aligning Intellectual Capital in an Organizational Change Process -</p> <p>V. Albino, A. Messeni, D. Rotolo <i>Polytechnic of Bari, ITA</i> Analysing Proximity Dimensions in Explorative and Exploitative Knowledge Relationships. The Case of Toyota Motor -</p> <p>T. Ryyänen , P. Malinen <i>VTT Technical Research Centre, FIN</i> <i>Helsinki Univ. of Technology, FIN</i> Using Decision Point Framework to Analyse Evolutionary Steps in Industrial Service Business -</p> <p>R. Huggings, M. Weir <i>Cardiff School of Management, UK</i> <i>Intellectual Assets Centre, Scotland UK</i> The Intellectual Assets of Firms:A Study of Knowledge Capabilities and Strategies -</p> <p>P. Lindgren, K.F. Saghaug, H. Knudsen <i>Aalborg University, DNK</i> <i>VIA, Vitus Bering, DNK</i> Innovating Business Models – A Question of Attracting Different Intellectual Capabilities that can Think Different</p>	<p>M. Longo, M.M. Mariani, M. Mura <i>University of Bologna, ITA</i> Performance Measurement in Italian Opera Houses Using an Intellectual Capital Framework -</p> <p>Y.Y. Yin, S. Qin, R. Holland <i>Brunel University, UK</i> A 3D Design Performance Measurement System for Product Design and Development -</p> <p>R. Seppänen <i>Lappeenranta Univ. of Technology, FIN</i> The Effects Of Trust For Value Creation In Inter-Organizational Relationships -</p> <p>M.-Ch. Huang, H.-Ch. Hsieh <i>Providence University, TWN</i> Toward An Understanding of The Relationships among Organizational Learning, Individual Learning and Performance: A Multi-Level Study -</p> <p>M. Weissenberger-Eibl, J. Schwenk <i>University of Kassel, DEU</i> "Lifeblood Knowledge" - Dynamic Relational Capabilities and Knowledge for Firm Innovativeness and Competitive Advantage</p>

**KNOWLEDGE CAFÉ**

17.00 – 17.30

**PLENARY SESSION 2**

17.30 – 18.30

Key-Note Speaker: J. C. SPENDER, *ESADE Spain and Lund University, Sweden***SOCIAL DINNER  
RESTAURANT "BACCANTI"**

20.30

## Friday June 27, 2008

### OPENING SESSION

Chairmen:  
 JC Spender, *ESADE Spain and Lund University, Sweden*  
 Giovanni Schiuma, *University of Basilicata, Italy*

08.00 – 08.20

### PLENARY SESSION 3

08.20 – 09.20

Key-Note Speaker: Göran ROOS, *Cranfield School of Management, UK*  
*“Innovation Management from an Intellectual Capital Perspective”*

### PARALLEL / SPECIAL SESSIONS

09.30 – 11.30

Main Room Special session 2	“Sassi” Room Parallel session 3a	“Vicinato” Room Parallel session 3b
<b><i>IC Management for Service Productivity Improvement</i></b>	<b><i>Approaches and techniques for IC management: a practitioner perspective</i></b>	<b><i>IC and Innovation policies for territorial development</i></b>
Chair: Antti Lönnqvist <i>Tampere University of Technology, FIN</i>	Chair: Göran Roos <i>Cranfield School of Management, UK</i>	Chair: Robert Huggins <i>Cardiff School of Management, UK</i>
<p>A. Jääskeläinen <i>Tampere University of Technology, FIN</i> Identifying Drivers Affecting Public Service Productivity</p> <p>-</p> <p>H.-M. Fang, H.-M. Tsai <i>Providence University, TWN</i> The Effect of Internal Marketing and Knowledge Sharing on Service Innovation and Performance: Intellectual Capital Perspective</p> <p>-</p> <p>P. Kujansivu, L. Oksanen <i>Tampere University of Technology, FIN</i> Knowledge Worker Productivity: Challenges in Finland</p> <p>-</p> <p>M. Vuolle <i>Tampere University of Technology, FIN</i> Understanding Customer Productivity in Mobile Business Services</p> <p>-</p> <p>K. Moustaghfir <i>Al Akhawayn University in Ifrane, MAR</i> Developing Intelligent Platforms for Sustainable Local Development</p>	<p>M. Grimaldi, P. Rippa <i>University of Cassino, ITA</i> <i>University of Naples Federico II, ITA</i> The Assessment of the Organizational Impact of IT for KM: an AHP-Based Approach</p> <p>-</p> <p>E. Kupi, V. Sillanpää <i>VTT Technical Research Centre, FIN</i> <i>Tampere Univ. of Technology, FIN</i> Risk Management of Intangible Assets</p> <p>-</p> <p>A. Fachinelli, A. Castillo, J. Bertolini <i>University of Caxias do Sul, BRA</i> Strategic Intelligence for the Innovation</p> <p>-</p> <p>L. Lock Lee, J. Guthrie <i>University of Sydney, AUS</i> The Role of Corporate Social Capital in Business Innovation Network</p> <p>-</p> <p>C.L.C Selby, R. Selby <i>Northrop Grumman Space Technology, USA</i> Understanding Innovation through Leading Indicators for Requirements and Design of Large-Scale Systems</p>	<p>T. Yigitcanlar, K. Velibeyoglu <i>Queensland University of Technology, AUS</i> <i>Izmir Institute of Technology, TUR</i> Knowledge-Based Strategic Planning: Harnessing (In)Tangible Assets of City-Regions</p> <p>-</p> <p>R.L. Bubbico <i>University of Manchester, UK</i> Effectiveness and Key Drivers of Local Partnerships for Innovation. The case of Mediterranean Objective 1 Regions.</p> <p>-</p> <p>J. Watters, M. Weir <i>Intellectual Assets Centre, UK</i> Managing Staff and Stakeholder Contributions to Value Creation within an Intangible based Public Sector Organisation</p> <p>-</p> <p>S. Garbellano <i>ISTUD Foundation, ITA</i> Corporate University in some Italian medium innovative companies: Geox and illycaffè</p> <p>-</p> <p>R.K. Aggarwal, S. Prashar <i>Institute of Management Technology, IND</i> Moving towards Knowledge Economy - an Indian Perspective with special reference to Tata Motors Ltd.</p>

## KNOWLEDGE CAFÉ

11.30 – 12.00

### CREATIVE KNOWLEDGE CONVERSATION

12.00 – 13.30

Chairman: J. C. SPENDER, *ESADE, Spain, and Lund University, Sweden*

#### ***A knowledge-based perspective on innovation capacity***

Giovanni SCHIUMA - *University of Basilicata, Italy*

Vito ALBINO – *Polytechnic of Bari, Italy*

Robert HUGGINS – *University of Wales Institute, UK*

Leif EDVINSSON – *Lund University, Sweden*

Gianvito LANZOLLA – *Cass Business School, UK*

Göran ROOS - *Cranfield School of Management, UK*

Antti LÖNNQVIST – *Tampere University of Technology, Finland*

### LUNCH - RESTAURANT “IL TERAZZINO”

13.30 – 15.30

### BUSINESS ROUND TABLE

15.30 – 18.30

Chairman: Giovanni SCHIUMA - *University of Basilicata, Italy*

#### ***How can IC management drive innovation capacity building?***

##### ***A business and an institutional perspective***

Iain RUSSELL - *Intellectual Assets Centre, UK*

– *"Overcoming uncertainty in assessing the worth of an IC management intervention"*

Gavin McCUTCHEON - *ITI Techmedia, UK*

– *"IA management as an economic accelerator - the ITI Techmedia experience"*

Alessio TINTORI, *COMER Industries, Italy*

– *"What are the IC management strategies of COMER INDUSTRIES?"*

Attilio MARTORANO - *CONFINDUSTRIA Basilicata, Italy*

– *"A company perspective of IC management"*

Jacques VAN DER MEER - *European Investment Bank, Luxemburg*

– *"Policy considerations for Knowledge Economies"*

Stephen SELBY - *IPD-Government of Honk Kong, China*

– *"ICM: Intellectual Property Management with Chinese Roots"*

Chiara PENNASI – *BIC La Fucina, Italy*

– *"The VALI project: IC reporting and Innovation in SMEs"*

Vincenzo SANTOCHIRICO - *Basilicata Region, Italy*

– *"Innovation policies supporting local development"*

### CLOSING REMARKS

18.30 – 19.00

Giovanni SCHIUMA & J.C. SPENDER

### FRIDAY NIGHT COCTAIL RECEPTION

“LE MONACELLE - TERRACE”

21.00