

FINAL PROGRAM

IFKAD 2009 AND IAC CONGRESS

TUESDAY - 17TH FEBRUARY 2009

09.00 – 10.00 Registration

10.00 – 10.15 Opening Welcome Speech

Jim HOUSTON, *Chairman Intellectual Asset Centre, UK*

10.15 – 11.00 Keynote Business Speaker

Debra AMIDON, *Chair & CEO of Entovation International, UK*

11.00 – 11.15 UK IPO

11.15 – 11.30 Morning refreshment and networking

11.30 – 13.00 Parallel Sessions

Open Source

Gerry Gavigan - *Chair of the Open Source Consortium*

Dominic Dryden - *Olswangs*

Jonathan Sage - *IBM*

Valuing IA in Public Sector Procurement

Michael Dean - *MMS*

Pauline Wilkie - *SDP, Glasgow City Council*

Amanda O'Brian - *Education Director, CIPS*

Willie Biggart - *Really Delicious Food Co. Ltd.*

IFKAD 1: IC Accounting, Reporting and Capitalization

E. Bolisani and A. Oltramari - *University of Padova, Italy*

Capitalizing Flows of Knowledge: Models and Accounting Perspectives

O.A. Altenburger and M.M. Schaffhauser-Linzatti - *University of Vienna, Austria*

Ratios on Intangibles as an Instrument for Budget Allocation: Conceptual Thoughts about Improvements for Austrian Public Universities

S. Robertson and B. Gemmell - *Metis Parents Ltd, UK*

Recognition of Intellectual Assets in Investment Sector

W. Rodgers and T.J. Housel - *University of California / Naval Postgraduate School, USA*

Converting Knowledge and Intangible Resources into Innovative Use by Analysts

INCAS Knowledge Cafe

Chair: Leif Edvinsson

Knowledge cafe with a wide range of INCAS participants sharing knowledge and experience

13.00 - 14.00 Lunch break

14.00 - 15.00 Parallel Sessions

Public sector initiatives. How to solve a problem like IA?

Gaby Rose, *British Library*

Jackie Maguire, *Coller IP*

Peter Martin, *Junkk.com*

New product development in IA management

Stephen Clarke - *Clarke and Hartland*

Michael Brand - *Captum*

Siobhan Jordan - *Interfac*

IFKAD 2: IC Innovation and Science Industry

F. Rinaldi and J. Beckwith - Evolution LS Ltd, UK

Value of Intellectual Assets to Life Science Companies

F. Valentin and R.L. Jensen - Copenhagen Business School, Denmark

Effects of Intellectual Asset Architectures on Valuation of Science-Based Start-Ups

C. Simone and L. Proietti - Università degli Studi di Roma "La Sapienza", Italy

Wholly Proprietary vs. Wholly Open Knowledge Strategies: some Empirical Evidence from Italian Biotech Firms

T. Mikkola, S. Svahn and O. Uusitalo - Tampere University of Technology, Helsinki School of Economics, Finland

Intellectual Capital Management Challenges of Regional Clusters in Emerging Business Fields

V. Albino, A. Messeni Petruzzelli and D. Rotolo - Polytechnic of Bari, Italy

Measuring Patent Value: An Empirical Analysis of the US Biotech Industry

Managing Public Sector Initiatives for better procurement processes

Michael Dean, *MMS*

Andy Shilladay, *Ayrshire*

Ian Howie, *Scottish Government*

Dorothy Cowie, *Scotland Excel*

15.00 - 15.30 Afternoon refreshments and networking

15.30 – 16.00 Business Speaker

Peter EVANS - *Director of Quality, Acting, Virgin Media*

16.00 – 16.30 Business Speaker

Jerome ENGEL - *University of Berkeley, USA*

16.30 – 17.00 Closing Remarks

Sir Muir RUSSELL, - *Principal, University of Glasgow*

17.00 – 17.10 Close of the day

Iain RUSSELL - *Chief Executive, Intellectual Assets Centre*

19.00 - 23.00 Gala Dinner at Hilton Grosvenor Hotel, Glasgow

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WEDNESDAY - 18TH FEBRUARY 2009

09.00 – 09.15 Opening Welcome Speech

Maria WEIR, *Intellectual Asset Centre, UK*

09.15 – 11.00 Keynote Speakers

Goran ROOS, *Lund University, Sweden*

JC SPENDER, *ESADE, Spain and Lund University, Sweden*

11.00 - 11.15 Morning refreshments and networking

11.15 – 13.00 Parallel Sessions

IFKAD 3: Intangibles, Innovation and Public Policy

J.L. Aguirre-Villafaña - Coordination of Science and Technology of Nuevo León, Mexico
k-Government: Beyond Accountability and e-Government

R.L. Bubbico - University of Manchester, UK

Regional Innovation Policies in Mediterranean Europe: A Comparative Analysis of Four Case-Studies

J.G. Vargas-Hernández - Centro Universitario de Ciencias Económico Administrativas, Mexico

Co-operation and Conflict Between Firms, Communities, New Social Movements and the Role of Government

D. Castrataro and S. Watson - Intellectual Assets Centre, UK

A Knowledge Management Strategy

L. Friedel - Tomas Bata University in Zlin, Czech Republic

Regional Innovation Strategy of Zlin Region from IC Perspective: A Scope for Knowledge Cluster

IFKAD 4: Mapping and Modelling Knowledge Asset Dynamics and Innovation

A. Mirzazadeh - Islamic Azad University, Iran

A Multiple Items Inventory Model under Stochastic Inflationary Conditions

R. Costa - University of Rome, Italy

A Method to Evaluate the Efficiency and Productivity of the Intellectual Capital Management

T. Leo, F. Pagliarecci and L. Spalazzi - Università Politecnica delle Marche, Italy

e-Learning for Complex System Professionals: Material Knowledge Representation, Retrieval, and Building

H. Laihonen and M. Koivuaho - Tampere University of Technology, Finland

Knowledge Flow Audit as a Method for Measuring and Managing Knowledge Asset Dynamics

D. Carlucci, G. Schiuma and F. Sole - University of Basilicata, Italy

Knowledge Assets and Value Creation: Unlocking the Black Box through Making Maps

IFKAD 5: IC and Innovation Capabilities

A. Lerro, G. Schiuma and R. Linzalone - University of Basilicata, Italy

Modelling Organizational Innovation Capabilities: A Knowledge-Based Approach

G. Tovstiga and E. Tulugurova - University of Reading, UK

Linking Intellectual Capital Practices and Innovation Capability: Conceptual Framework and Empirical Evidence

M. Paloma Sánchez, O. Basilio and C. Vivas - Autonomous University of Madrid, Spain

Intellectual Capital and Innovation. A Literature Review for Policy Purposes

M. Longo and M. Mura - University of Bologna, Italy

Intellectual Capital and Innovative Capabilities. Does Health Care?

P. Lindgren and K. Falck Saghaug - Aalborg University, Denmark

The Implications Related to Different IC, Different Projects and Different Thinking Addressing the Common Core of IC

IFKAD 6: IC and Performance Improvement

S. McLaughlin - University of Glasgow, UK

Developing a Framework Assessing Innovative Capability within Complex Organizations

M. Bratnicki and W. Dyduch - The Karol Adamiecki University of Economics, Poland

Intangible Assets as a Source of Tangible Effects: Social Capital, Entrepreneurship and Performance in Polish Organizations

A.-L. Mention - CRP Henri Tudor, Luxembourg

Performance Measurement Systems and Organizational Configurations: In Search of a "FIT"

K. de los Angeles Pablo Calderón and R. M. Hernández Vásquez - Univ. of Sierra Sur of the State of Oaxaca, Mexico

The Intellectual Capital in Exporting Companies in the State of Oaxaca

E. Claessen - Reykjavik University, Iceland

Knowledge and Business Dynamics

13.00 - 14.00 Lunch break

14.00 – 16.00 Parallel Sessions

IFKAD 7: Intangibles and Learning Communities

M.E. Albert Mercado et al. - Instituto Mexicano de Petr leo, Mexico

Learning Communities and Expert Networks

N. Yousaf and A. Raouf - University of Management and Technology, Pakistan

Intellectual Asset Improvement: A Case Study

G. Capece and D. Campisi - University of Rome "Tor Vergata", Italy

Technological Change and Innovation Behaviour in High Level Education: An International Comparison between Italian and Portuguese Samples

B. Theodoulidis and U. Ekweozor - Manchester Business School, UK

Investigating Ownership Perceptions and their Implications for Knowledge Sharing

IFKAD 8: Innovation, Networking and Business Value

J. Dobrick y and D. Kr l - STING ACADEMY, private business college, Czech Republic

Value Management as a Tool of Intellectual Capital

B. Wagner - UNESP – Universidade Estadual Paulista, Brazil

AThe Productivity as Instrument of Competition: A Review about Aspects among Strategy, Competition and Manufacturing Applicable in Operations Management

S. Strickland and B. Theodoulidis - Manchester Business School, UK

Investigating the Role of CIO in Creating Business Value

S. Durst and S. G ldenbergl - University of Liechtenstein, Liechtenstein

Intangibles and Company Succession in SMEs: Are there any Differences between Buy-In and Buy-Out Initiatives?

IFKAD 9: IC, Intellectual Property Rights and Sector Competitiveness

C. Yeh-Yun Lin - National Chengchi University, Taiwan

Intellectual Capital "EEEC" Model and the Case of Franz Collection

V. Sahay and Parineeta - Institute of Management Technology / 4th Year National Law Institute University, India

Indian Traditional Knowledge- Save us from Patent Regime!!!

I.T. Lopes and A.M. Gomes Rodrigues - Polytechnic Institute of Santar m / University of Coimbra, Portugal

Intangible Resources in the Portuguese Air Transportation Sector

J. K p yl , E. Kaasinen, A. L nnqvist and K. V  n nen-Vainio-Mattila - Tampere University of Technology, Finland

Usability as a Driver of Customer Productivity in Mobile Business Services

B. Manfred and W. Markus - Arbeitskreis Wissensbilanz, / Competence Center Wissensmanagement, Germany

Preliminary experiences with InCaS

IFKAD 10: Human Capital and Organizational Performance

A.P. Volpentesta and S. Ammirato - University of Calabria, Italy

Leveraging Collaborative Creativity for Product Concept Design

R. Gamerschlag and K. Moeller - Georg-August-Universitaet Goettingen, Germany

The value added of Human Capital Reporting

A. Sneddon and M. Weir - Alan Sneddon Consultancy Ltd. / Intellectual Asset Centre, UK

A Framework for Intangible Assets Management Continuous Professional Development

J. Wollersheim, E. Barthel and M. Rieser - Frankfurt School of Finance & Management, Germany

Dynamic Capabilities in the Context of Mergers and Acquisitions

B. Bigliardi, A.I. Dormio and G. Schiuma - University of Parma / University of Basilicata, Italy

Knowledge Workers' Job Satisfaction: Assessing the Role of Organizational Culture

16.00 - 16.15 Afternoon refreshments and networking

16.15 – 17.30 Roundtable Discussion: Navigating today's Business Storm using an IC Compass

Leif EDVINSSON - chair of the roundtable, UNIC Stockholm, Sweden

Gavin McCUTCHEON - ITI Techmedia

Debra AMIDON - Entovation

Jacques VAN DER MEER - European Investment Bank

Goran ROOS

Robert HUGGINS - University of Cardiff

Iain RUSSELL - Intellectual Asset Centre

17.30 – 17.45 Closing Remarks

Giovanni SCHIUMA, University of Basilicata, Italy

JC SPENDER, ESADE, Spain and Lund University, Sweden