

Thursday 24 June 2010

08.00 – 08.30

REGISTRATION

08.30 – 08.40

WELCOME AND FORUM OPENING

Giovanni Schiuma – University of Basilicata, Italy

08.40 – 08.50

WELCOME FROM THE MAYOR

Salvatore Adduce – Mayor of the town of Matera

08.50 – 09.30

ART-KNOWLEDGE-LAB

09.30 – 10.20

KEYNOTE SPEECH

Rob McLean – MatrixLinks, Canada

“Value Stream Dynamics and IC in the New Business Landscape”

10.20 – 10.50

COFFEE BREAK

10.50 – 12.30

PARALLEL SESSIONS

KNOWLEDGE-BASED MODELS FOR POLICY-MAKING

moderators: Ettore Bolisani, Enrico Scarso

Tan Yigitcanlar, Muna Sarimin, Roisin McCartney

Strategizing knowledge-based urban development: knowledge city transformations of Brisbane, Australia

Marco Bettiol, Eleonora Di Maria, Roberto Grandinetti

Market extension and KIBS knowledge profiles: knowledge production, codification and transfer

Francesca Gambarotto, Ettore Bolisani, Enrico Scarso

Mapping Knowledge Territories for Development Policies

Anca Bocanet, Cristina Ponsiglione

Exploration-Exploitation Trade-off in a Complex Environment

Rjean Landry, Nabil Amara

Knowledge and Technology Transfer Business Models

THE INTELLECTUAL CAPITAL DYNAMICS COMPLEX IN SME CLUSTERS

moderators: Blanca Martins, Patrick Humphreys, Kay Alwert

Blanca Martins, Kay Alwert, Patrick Humphreys

Is there a future for SME clusters in highly dynamic business landscapes?

Markus A. Petermann, Thomas Meiwald, Udo Lindemann

Inter-firm knowledge transfer in the industrial goods industry An empirical study of distribution and protection mechanisms

Eidi Cruz-Valdivieso

What are the elements of the Flow Process that allow a successful collaboration and enhancement of Intellectual Capital between SMEs in a changing business context?

Nunzia Carbonara, Antonio M. Petruzzelli, Daniele Rotolo

The Role of Heterogeneity on the Innovative Capability of Geographical Clusters

Aelita Skaržauskiene

Systems Thinking as a Platform for Business Performance in a Complex World

INTELLECTUAL CAPITAL IN SERVICE ORGANIZATIONS

moderators: Antti Lönnqvist, Daniela Carlucci

Harri Laihonon

Mobilizing knowledge assets - knowledge flows as the concrete embodiments of knowledge transfer

Jonna Käpylä, Harri Laihonon, Antti Lönnqvist, Daniela Carlucci

Defining knowledge-intensity as an organisational characteristic through knowledge assets

Mariolina Longo, Matteo Mura

Innovation adoption in hospitals. Does intellectual capital matter?

Oscar Tamburis, Isabella Bonacci, Angelo Rossi Mori, Marta Mazzeo

Information Intellectual Capital in the Healthcare Sector: designing strategies for the knowledge management

Panayiotis H. Ketikidis, Cristina Bulata, Lambros Lazaras

The Intellectual Capital – Environmental Practices and Performance and their Relationships in the Romanian Banking Sector

KNOWLEDGE MANAGEMENT AND PROJECT MANAGEMENT: WHICH RELATIONSHIPS?

moderators: Ernesto De Nito, Paolo Canonico, Gianluigi Mangia

Arthur Pantelides

Modelling Corporate/Subsidiary Knowledge Transfer and Its Impact on International Project Management Success

Kaj U. Koskinen

Boundary Objects as Knowledge Co-ordinating Mechanisms in the Systems Integrator Type Project-based Companies

Svein S. Andersen, Dag Vidar Hanstad

Organizing for optimal performance Norway's participation in Vancouver Olympics

Dezhi Wu, Katia Passerini

Using Knowledge-Based Taxonomies To Understand Time-Management Strategies: Implications For Knowledge-Intensive Organizations

Vincenza Esposito, Alessia Berni, Mario Pezzillo Iacono

Project management, innovation processes and local development: an empirical research on Italian agro-food system

12.30 – 14.00

LUNCH

14.00 – 15.40

PARALLEL SESSIONS

ERDF RENEWABLES PROJECT DISSEMINATION

moderator: Maria Weir

Mhairi Wardner

Project VIA -Valuing Intellectual Assets in Renewable Energy Sector SMEs in the Highlands and Islands of Scotland

Maurice Alphandary

Project VIA – Project Consultant's View

Graham Bibby

Project VIA – A Case Study of AWS Ocean Energy

Giovanni Schiuma, Antonio Lerro, Roberto Linzalone

Statistical data of the research report

Robert Huggins

Evaluation of the VIA project

INTELLECTUAL CAPITAL DYNAMICS AND SME SUPERIOR PERFORMANCE

moderators: Manfred Bornemann, Markus Will, Cornelia Meyer

Susanne Durst, Stefan Wilhelm

Knowledge Management in Practice: Insights into a medium-sized enterprises exposure to knowledge loss

Jose D. Garca-Merino, Gerardo Arregui-Ayastuy, A. Rodriguez-Castellanos, Belen Vallejo-Alonso

The Different Motivation in Financial Valuation of Intangibles and their Implications

Irinja Mäenpää, Raimo Voutilainen, Olavi Uusitalo

Intellectual capital risk management in SMEs: managing human capital risks with insurances

Inge Wulf

Intellectual Capital and company value assessment of SMEs

Bice Della Piana, Lucia Velotti, Mario Veniero

University-Industry Network: an empirical study

INTELLECTUAL CAPITAL AND VALUE CREATION IN HEALTHCARE. IMPLICATIONS FOR THEORY AND PRACTICE

moderators: Emanuele Lettieri, Matteo Mura

Luisa Varriale, Paola Briganti, Maria Ferrara, Rosaria La Peruta

Organizational conflict and knowledge creation: a multiple method study in the health care system in Italy

Roberta Romano

Knowledge Networks in healthcare sector: intellectual capital and innovation

Virpi Sillanpää, Harri Laihonon

Managing Intellectual Capital in Non-profit Elderly Care Organizations

Assunta Lacroce, Teresa Cetani, Rocco Reina, Marzia Ventura

A healthcare project: Managing knowledge through electronic medical recorder

Emanuele Lettieri, Matteo Mura, Giovanni Radaelli, Nicola Spiller

Intellectual Capital and Performance Improvement in Healthcare: Opening the Black Box

SCIENCE-TO-BUSINESS MARKETING AND SUCCESSFUL RESEARCH COMMERCIALISATION: INTELLECTUAL CAPITAL AND UNIVERSITY AND INDUSTRY EXCHANGES

moderator: Thomas Baaken

Alessandro Muscio, Antonio Dottore, Gianluca Nardone

Market for innovations: complexity and diversity of business needs in the agro-food industry

Klaus Backhaus, Matthias Koch

Practical Relevance of Marketing Research: Exploring Practitioner's Perception of Practical Relevance

Inge Lambrecht, Gunnar Pettersson, Els Van de Velde

A Toolbox for ICT Technology Transfer Professionals

Elena Lopez Cano, Brisa Burriel Fuster, Lidia Herrera Arias

Valorisation and Commercialisation Societies in the Knowledge To Market Process of Higher Education Organizations Applying Science-To-Business Marketing Methods

15.40 – 16.20

COFFEE BREAK

16.20 – 18.00

PARALLEL SESSIONS

KNOWLEDGE ASSET FLOWS AND VALUE CREATION FOR GREEN INNOVATION

moderators: Robert Huggins, Antonio Lerro

Rosa Maria Dangelico, Antonio Messeni Petruzelli, Daniele Rotolo, Tommaso Savino

Organizational factors and technological features in the development of green innovations: evidence from patent analysis

Alexander Taniev, Vitaly Cherenkov

Profiting from Intellectual Capital: How to create Value from Green Innovations in the Modern Turbulent Environment

Andreas Baresel-Bofinger, Panayiotis H. Ketikidis

Using Green Knowledge for Implementing Environmental Supply Chain Management Practices in Greek Manufacturers

Antonio Lerro, Giovanni Schiuma, Robert Huggins

A self assessment tool for knowledge assets management in SMEs of renewables

KNOWLEDGE ASSETS MANAGEMENT SYSTEMS

moderators: Bernhard Smandek, Ilidio Tomas Lopes

Jutta Wollersheim, Claudia Carduck, Erich Barthel

Monitoring of Competences in the Context of Innovation Management

Ilidio Tomás Lopes

The claim for a complementary intangibles reporting approach: the case of the Portuguese Airlines companies

Alberto Felice De Toni, Andrea Fornasier

Knowledge Management Cycle: classification, proposal and test

James R.K Kagaari, J.C.Munene, Joseph Mpeera Ntayi

Performance Management Practices, Organisational Culture and Managed Performance in Public Universities in Uganda

Moazzam Jan Bakhtiar, Ayesha Akbar, Imran Ahmad Shahzad

Faculty turnover intent in the higher education sector of the twin cities of Rawalpindi Islamabad Pakistan

DEVELOPING SUSTAINABLE AND RADICAL INNOVATIONS: THE ROLE OF KNOWLEDGE ASSETS IN DYNAMIC BUSINESS ENVIRONMENTS

moderators: Nunzia Carbonara, Jose Sanchez-Gutierrez

Suvi Välimäki, Anna-Maija Lämsä

Factors of organizational innovation in the field of diverse human resources

Jose Sanchez-Gutierrez, Elsa G. Gonzalez-Urbe, Daniel Merin-Sigala

Marketing Knowledge and CRM in clothing retail industry in Mexico

Silvia Cantarello, Anna Nosella

Organizational Ambidexterity construct: a conceptual and operational review

Mateja Jerman, Primož Dolenc, Igor Stubelj, Matjaž Novak

Assessing intangible assets: empirical evidence from developed and transition economies

Marisa Padovani, Marly Monteiro de Carvalho

Knowledge Management, Competences and Resources in Industrial Projects: a case study in a Brazilian Chemical Company

IFKAD 2010 – FINAL PROGRAM

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| 20.00 – 23.00 | <p>VALUE CREATION AND INTELLECTUAL CAPITAL <i>moderators: Eggert Claessen, Stefania Veltri</i></p> <p>Francesco Sole, Giovanni Schiuma, Daniela Carlucci Knowledge asset value dynamics: an application of system thinking for assessment</p> <p>Olga Ferraro, Stefania Veltri Exploring the value relevance of Intellectual Capital in the Italian listed firms</p> <p>Laurent Bravetti CRM Implementation Strategy in a Public Research Centre</p> <p>Valentina Della Corte, Roberto Micera, Giuseppina Zamparelli Tradition-Based Firms and Dynamic Knowledge for International Competition</p> <p>Barbara Bigliardi, Alberto Ivo Dormio, Francesco Galati, Giovanni Schiuma The impact of organizational culture on knowledge workers' job satisfaction</p> <p>GALA DINNER <i>Hotel Hilton Garden Inn, Matera</i></p> |
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| Friday 25 June 2010 | |
| 08.30 – 08.40 | <p>OPENING DAY TWO <i>Maria Weir – Intellectual Asset Centre, UK</i></p> |
| 08.40 – 09.30 | <p>KEYNOTE SPEECH <i>JC Spender – ESADE and Lund University, USA</i> "Economics and IC Research"</p> |
| 09.30 – 11.10 | <p>PARALLEL SESSIONS</p> <p>DYNAMIC CAPABILITIES AND THE EXPLOITATION OF ENTREPRENEURIAL OPPORTUNITIES <i>moderators: Susanne Durst, Jutta Wollersheim</i></p> <p>Susanne Durst, Jutta Wollersheim The meaning of dynamic capabilities in the case of strategic renewal due to company succession</p> <p>George Tovstiga Strategic Innovation - A Dynamic Capability Perspective</p> <p>Marcel Rieser, Erich Barthel, Jutta Wollersheim Development of a measurement approach for dynamic capabilities in the context of entrepreneurship: Transferring the trimodal concept of personal assessment to the organisational level</p> <p>Eggert Claessen Economic crisis and knowledge asset dynamics</p> <p>Musadaq Hanandi, Michele Grimaldi Virtual HRD as organizational model based on Web 2.0 for collaborative KM</p> <p>INTELLECTUAL CAPITAL AND ORGANIZATIONAL LEARNING DYNAMICS <i>moderators: Olavi Uusitalo</i></p> <p>Jose Carlos Ramos, Marta Mas, Jose Albors Actional Intelligence as a key element of organisational performance</p> <p>Erzsbet Noszkay, Bálint Liptay DOING the Research - Action Research as a Practical Tool of Knowledge Management System Implementation</p> <p>Chiara Frigerio, Marco Marabelli, Federico Rajola Customizing ERP Systems: Knowledge Stickiness in Cross-Country ERP Implementation</p> <p>Sonja Radenkovic, Vladan Devedzic, Jelena Jovanovic Content / Knowledge provision service for workplace learning</p> <p>Shih-Wang Wu, Hsien-Jui Chung An empirical study of the relationship of learning motives and perceived learning performance</p> |

STRATEGIC MANAGEMENT IN PUBLIC ORGANISATIONS: IMPLEMENTING IC APPROACHES

moderator: JC Spender

Daniela Carlucci, Giovanni Schiuma

IC-based dimensions of organizational climate in healthcare organizations

Susanne Durst, Stefan Güldenber

The intellectual capital statement as a marketing communication tool: An exploratory study

Giustina Secundo, Alessandro Margherita, Gianluca Elia, Giuseppina Passiante

The Strategic Impact of Measuring and Reporting Intangible assets in Universities

Maurizio Rija, Giovanni Bronzetti

The application of an innovative IC conceptual framework as strategic tool in the Non Profit Sector

Giovanni Bronzetti, Graziella Sicoli

The application of intellectual capital reports in local authorities: analysis and empirical evidence

INTELLECTUAL CAPITAL AND PATENTS

moderators: Finn Valentin, Christoph Ann

Mikael Collan, Markku Heikkilä

Valuation of Patents with the Pay-off Method

Christoph Ann

Trade Secret Protection vs Patent Protection – Looking Out for Best Practice

Finn Valentin, Rasmus Lund Jensen, Anne Assmus

Pathways from open science to invention impact

Wilhelm Bauhus, Susanne Föhse, Lucila Lunardi, Katharina Krüger

The long and winding road towards a patenting culture

Bernhard Smandek, Andreas Barthel, Jens Winkler, Peter Ulbig

Balanced Score Card Implementation for IP Rights Management in a Public Research Institution Example of PTB

11.10 – 11.40

COFFEE BREAK

11.40 – 13.20

PARALLEL SESSIONS

INTELLECTUAL PROPERTY MANAGEMENT IN HIGHER EDUCATION AND RESEARCH INSTITUTIONS

moderators: Alexandra Mayr, Aurelio Lopez Tarruella Martinez

Laurent Manderieux, Simone Gasperoni

University-Industry relationship on IPR management: better understanding companies perspectives

Babita Sinha, P.K. Ghosh

Functional approach towards promoting IP creation in higher education institutions

Shanker Seetharam

The groundwork for Protection of Intellectual property in BRIC countries in the New economy

Stuart Macdonald

Seducing the Goose: Patenting by UK Universities

THE ROLE, USE AND IMPLICATIONS OF WEB 2.0 AND SOCIAL MEDIA FOR THE GENERATION, IDENTIFICATION AND MANAGEMENT OF KNOWLEDGE AND INTELLECTUAL ASSETS

moderators: Tim Wright, Daniela Castrataro

Vilma Vuori, Jussi Okkonen

Refining information and knowledge by social media adding value by insight

Carla Rossi

Exploiting the potential of online consumer communities for collaborative learning and innovation

Mirella Migliaccio, Felice Addeo, Francesca Rivetti

Market Knowledge Exploration and Web 2.0: Empirical Evidences in Hotel Chains

Daniela Castrataro, Tim Wright

Twintangibles IP and IA in the Social Media Age

Ivana Quinto, Simon Buckingham Shum, Anna De Liddo, Luca Iandoli

A Debate Dashboard to Enhance On-Line Knowledge Sharing

INTELLIGENT ORGANIZATIONAL SYSTEMS: THE ROLE OF IC

moderator: Giovanni Schiuma

Josef Dobricky

Team Management Audit of a Company – A Tool for Exploitation of a Corporate Knowledge Asset

Gilberto Olavarrieta Trevino

Intelligence Capital: A Comprehensive Model of Intelligence within Capital Systems Theory

Ya-Hui Ling , Bih-Shiaw Jaw

The Moderating Effect of Business Environment in the Intellectual Capital-Global Initiatives Relationship

Ivan Goloskoković, Zoran Sevarac, Vladan Devedzic

InfraRed: Intelligent NFR-Based Adaptive Recommender of Educational Content

Valentina Lazzarotti, Raffaella Manzini, Luisa Pellegrini

Open Innovation Models Adopted in Practice: an Extensive Study in Italy

13.20 – 14.50

LUNCH

14.50 – 15.30

ART-KNOWLEDGE-LAB

15.30 – 17.10

PARALLEL SESSIONS

ASSESSING THE LINK BETWEEN KNOWLEDGE ASSET AND BUSINESS PERFORMANCE

moderator: Rob McLean

Patrocinio Zaragoza-Sáez, Enrique Claver-Cortés

Relational capital inside multinationals

Stuart Watson, James Davidson

A Comparative Analysis of VAIC and Investor Measurements

Philippe W. Zgheib

Measurement of Intellectual Capital by Demonstration of Value Creation for Branding as Business Intangible Asset

Lucia Varra, Lucia Buzzigoli, Cristina Martelli

Complex Knowledge Representation for the Management of a Competitive and Sustainable Tourism Destination

Mihane Berisha-Namani

Information and Knowledge as Economic Resources in the Enterprises: The Case of Kosovo

INTELLECTUAL CAPITAL AND LOCAL DEVELOPMENT DYNAMICS

moderators: Eduardo Tomé, Ingi Runar Edvardsson

Matjaž Novak, Primož Dolenc, Igor Stubelj, Mateja Jerman

Contribution of human capital to economic growth from the education policy point of view Empirical analysis for EU economies

Eduardo Tomé

Assessing Regional Intellectual Capital: A Case Study"

Fabrizio Damiani, Ettore Bolisani

Knowledge Management Approaches for Peace and Development: the Experience of the UN Peacekeeping

Peter Franz

The Adaptation of New Technologies by Regional Innovation Systems: The Example of Universities and Photovoltaics in Germany

Ingi Runar Edvardsson

Outsourcing, intellectual capital and competitive advantage

ORGANIZATIONAL ASPECTS OF INTELLECTUAL CAPITAL

moderator: Shanker Seetharam

Roberto Carella , Mirko Vitali

Intellectual Capital and Innovation a case study in the south of Italy KIF

Kristin Falck Saghaug, Peter Lindgren

Revelatory aspects of innovating the current business model – actualizing the hidden intellectual capital

Nadir Ali Kolachi

Managing and Developing Intellectual Capital through Employees' Commitment Model (ECM)

Alberto F. De Toni, Fabio Nonino, Matteo Pivetta

A methodology for assessing the coherence of companies' knowledge strategy

Yafang Tsai, Shih-Wang Wu, Jersan Hu

The Interrelations on Interorganisation Knowledge Transfer to Creation of Corporate Value

IFKAD 2010 – FINAL PROGRAM

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| 17.10 – 17.40 | COFFEE BREAK |
| 17.40 – 18.30 | KEYNOTE SPEECH <i>James Guthrie – University of Bologna, Italy</i> <i>“The Past, Present and Future of IC Research from an Accounting Perspective”</i> |
| 20.00 – 23.00 | RECEPTION <i>Baccanti Ristorante, Matera</i> |

Saturday 26 June 2010

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| 08.50 – 09.00 | OPENING DAY THREE <i>JC Spender – ESADE and Lund University, USA</i> |
| 09.00 – 10.00 | ART-KNOWLEDGE-LAB |
| 10.00 – 10.50 | KEYNOTE SPEECH <i>Nicolas Gorjestani – World Bank, USA</i> <i>“Management Mindsets for the 21st Century”</i> |
| 10.50 – 11.20 | KNOWLEDGE CAFFÉ |
| 11.30 – 12.20 | KEYNOTE SPEECH <i>Yasar Jarrar – PriceWaterhouseCoopers, UAE</i> <i>“A ‘New Normal’ for Management - Managing in Uncertain Times”</i> |
| 12.20 – 13.10 | KEYNOTE SPEECH <i>Andy Neely – Cambridge University, UK</i> <i>“The Future of Strategic Performance Measurement in an Era of Economy”</i> |
| 13.10 – 13.30 | CONCLUSIONS AND FORUM CLOSING <i>Giovanni Schiuma – University of Basilicata, Italy</i> |
| 16.30 – 18.30 | GUIDED TOUR AROUND THE ANCIENT TOWN OF MATERA |
