## IFKAD 2011 – FINAL PROGRAM

### Wednesday 15 June 2011

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<td>12.00 – 13.00</td>
<td>REGISTRATION – TUT Tietotalo Lobby</td>
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<td>13.00 – 15.00</td>
<td>FORUM OPENING</td>
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<tr>
<td></td>
<td>Giovanni Schiuma – University of Basilicata</td>
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<td>Antti Lönnqvist – Tampere University of Technology</td>
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<td>WELCOME ADDRESS</td>
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<td></td>
<td>Mika Hannula – Dean of Faculty of Business and Technology Management (TUT)</td>
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<td>Leif Edvinsson – Universal Networking Intellectual Capital</td>
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<td></td>
<td>“IC and Service Innovation with a Longitude Perspective”</td>
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<td>Tommi Rasila – Tampere Chamber of Commerce and Industry</td>
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<td>“Transformation of Tampere Region from Brick and Mortar to Knowledge and Services”</td>
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<td>15.00 – 15.30</td>
<td>COFFEE BREAK</td>
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<td>15.30 – 17.10</td>
<td>PARALLEL SESSIONS</td>
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<td>TB219</td>
<td>KNOWLEDGE BASED DEVELOPMENT (chair: Robert Huggins)</td>
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<td></td>
<td>Tan Yigitcanlar, Muna Sarimin</td>
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<td></td>
<td>Contributions of Knowledge-Based Foundations of Universities in Knowledge City Formation:</td>
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<td>A Malaysian Case Study</td>
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<td>Marjaneh Farhangi</td>
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<td></td>
<td>The Role of Knowledge Workers in Knowledge-Based Development in Isfahan, Iran</td>
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<td>Nick Clifton, Hani Kalså Hansen</td>
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<td>Creative Knowledge Workers Across Varieties of Capitalism: Evidence from Sweden and the UK</td>
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<td>Alessandro Margherita, Gianluca Elia, Giustina Secundo, Giuseppina Passiante</td>
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<td>Designing a Sustainable Mobility System in Intelligent Cities: A Framework Based on Collective Intelligence</td>
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<td>TB222</td>
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<td>Yasmina Poggi</td>
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<td></td>
<td>The Influence of the Industrial Era Paradigm on Knowledge-Intensive Firms Constructs</td>
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<td>Claudia Carduck</td>
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<td>Investigating the Relationship between Basic Assumptions and Dynamic Capabilities: Development of an Instrument</td>
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<td>Kylikki Taipale-Erävala, Hannele Lampela</td>
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<td>A Literature Overview of Competence Identification in SMEs</td>
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<td>TB223</td>
<td>LEARNING (chair: W. B. Lee)</td>
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<td>Karim Moustaghfii</td>
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<td>Entrepreneurial Learning: an Organizational Capability for Effective Higher Education Services -</td>
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<td>a Conceptual Framework and Empirical Evidence</td>
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<td>Fausto Di Vincenzo, Jens Hemphälä, Mats Magnusson, Daniele Mascia</td>
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<td>Exploring the Role of Structural Holes in Learning an Empirical Study of Swedish Pharmacies</td>
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<td>Bastiaan Rosendaal, Maarten Aukema</td>
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<td>Barriers and Boosters for Organisational Learning</td>
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<td>Mariolina Longo, Matteo Mura, Nicola Spiller</td>
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<td>TB224</td>
<td>KM PRACTICES (chair: JC Spender)</td>
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<td>Tatiana Gavriloa, Tatiana Andreeva</td>
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<td>Knowledge Elicitation Techniques in KM context</td>
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<td>Paolo Canonico, Ernesto De Nito, Gianluigi Mangia</td>
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<td>R&amp;D Project Teams: Control Mechanisms and Knowledge Management Practices</td>
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<td>Heljä Franssila, Jussi Okkonen, Reijo Savolainen</td>
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<td>Building an Explanation Model for the Formation of Collaborative Knowledge Practices</td>
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<td>Susanne Durst, Stefan Wilhelm</td>
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<td>Knowledge Management or the Missing Piece of SMEs Succession Planning</td>
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<td>17.15 – 18.30</td>
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Thursday 16 June 2011

08.30 – 09.00  OPENING DAY TWO – MORNING COFFEE

09.00 – 10.40  PARALLEL SESSIONS

(TB219) KNOWLEDGE BASED DEVELOPMENT  (chair: Surinder Kumar Batra)
Rosa M. Dangelico, Francesca Iacobone, Antonio Messeni Petruzzelli, Daniele Rotolo
Technology Clusters Performance Indicators: a Review of the Literature and a Study of Italian Clusters
Jonna Küpylä, Paula Kujansivu, Antti Lönqvist
Robert Huggins
Knowledge and Regional Growth: A Network Perspective

(TB222) DOCTORAL CONSORTIUM  (chair: Harri Laihonen)
Lidia Gryszkiewicz
Sustainable Development of Service Innovation Capabilities in Knowledge-Intensive Organisations: Evidence from Research & Technology Organizations and Business Consultancies
Pirjo Sysnnummi, Harri Laihonen
Knowledge-Based Management Challenges of Vocational Education and Training (VET) Organization
Gilberto Olivarrieta Trevillo, Francisco Javier Carrillo
Intelligence Capital for a Technology Development Centre

(TB223) KNOWLEDGE TRANSFER  (chair: Harri Jalonen)
Maria Rosaria Marcone
Knowledge Transfer between Internationalised SMEs
Miia Kosonen, Kirsimarja Blomqvist
Critical Factors in Inter-Organizational Transfer of Service Business Knowledge
Nicola Spiller, Giovanni Radaelli, Emanuele Lettieri, Matteo Mura
Exploring the Linkage between Knowledge Assets and Knowledge Sharing Behaviour: the Role of Psychological Safety, Role Ambiguity and Team Stability
Willard Price
Service Process Knowledge: Justifying Intervention and Improvement

(TB224) MANAGING KNOWLEDGE ASSETS  (chair: Stephen Selby)
Antonio Lerro, Giovanni Schiuma, Maria Weir, Rober Huggins
Assessing Knowledge Assets in Renewable Energy SMEs in Scotland: a Methodological Framework
Cherie Lui, W.B. Lee
A Bottom-Up Approach of Intellectual Capital Management for Strategic Business Planning
V.K. Gupta
Flexible Strategic Framework for Knowledge Management in Supply Chain with the perspective of Continuity and Change: Study of KM in Supply Chain of Lighting Industry
Wei Yan, Maria José Álvarez Gil
Luxury Brands and eWOM Using Online Reviews: Hospitality Management on the Edge

10.50 – 12.15  PARALLEL SESSIONS

(TB219) KNOWLEDGE BASED DEVELOPMENT  (chair: Tan Yigitcanlar)
W.B. Lee, Ricky Ma, Cherie Lui
The Design of Future Center as Innovation Engine for Intellectual Capital Creation – A Case study of InnoNest at the Hong Kong Science and Technology Parks
Surinder Kumar Batra, Ruchi Pyal
A Case for Defining Knowledge Village as a Unit of Analysis: A Study in the Indian Context
Josef Dobrický
The Role of Regional Chamber of Commerce in Building an Intelligent Region and its Prosperity

(TB222) IC METRICS  (chair: Aki Jääskeläinen)
Paola Demartini, Mauro Paoloni, Paola Paoloni
Technologically Advanced and Custom-Made Service Industries: How to Measure Intellectual Capital?
Marco Giuliani
Intellectual Capital Dynamics: Accounting for Time
Marko Samuli Aho, Pirjo Ståhle, Sten Ståhle
Critical Analyse of Calculated Intangible Value (CIV) Method
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(TB223) HUMAN CAPITAL (chair: Tuula Mittilä)
Mira Hajdic, Renato Jerončic
Proposal of Model of Adjustment of Unemployed Persons on Changing Conditions in Labour Market Through Activity of Volunteering
Daniela Carlucci, Giovanni Schiuma, Francesco Sole
Employees' Innovative Work Behaviour and Organisational Climate in Healthcare
Marcos Algorta, Fernando Zeballos
Human Resources Management and Knowledge Management. Best Practices Identification and Assessment in High Performance Organizations

(TB224) IC IN PUBLIC SERVICES (chair: Jussi Okkonen)
Anna-Maija Nisula, Aino Kianto
Developing Dynamic Intellectual Capital in the Public Sector
Maurizio Rija, Giovanni Bronzetti
Intellectual Capital Report in the Italian Public Service Sector: Empirical Evidences and Influence on Management and Governance
Giovanni Bronzetti, Romilda Mazzotta, Graziella Scolli
The Intellectual Capital and its Management in the Local Public Utility

12.15 – 13.00
LUNCH

13.15 – 14.00
KEYNOTE SPEECH
Göran Roos - VTT Technical Research Centre of Finland
"Integrated Innovation Management in a Knowledge-Based Service Economy"

14.20 – 16.00
PARALLEL SESSIONS

(TB219) INNOVATION (chair: Enrico Scarso)
Gabriel A. Ramirez
The Key Knowledge Asset. The Ability to Maintain Learning Processes that Foster Innovation and Long Term Resilience
Harri Jalonen
Creative Abrasion as Grounds for Innovation in a Complex Welfare Service System
Minna Saunila, Juhani Ukko
Intangible Aspects of Organizational Innovation Capability in Finnish SMEs
Stephen McLaughlin
Profiling Factors that Impact Innovation Capability in UK Service Industry SMEs

(TB222) PERFORMANCE MANAGEMENT (chair: Juhani Ukko)
James Kaagari
Performance Management Practices and Managed Performance: The Moderating Influence of Organizational Culture and Climate in Public Universities in Uganda
Aki Jääskeläinen, Harri Laihonen, Antti Lönnqvist, Virpi Sillanpää, Sanna Pekkola, Juhani Ukko
Vanja Bevanda, David M. Currie, Giorgio Sinkovic
Closing The Circle From IT to the BSC to IT: A Case Of Implementing A Performance Measurement System In Croatia

(TB223) KNOWLEDGE ASSET DYNAMICS (chair: Francesca Iacobone)
Jan Hemlin
Measuring the Relationship between R&D and Performance: an Economic Resource in Annual Accounts?
Eggert Claessen, Susanne Durst
Knowledge Assets and Risk in Early Stage Firms
Kerry J. Tanner
The Three Faces of Human Capital and the Analysis of Knowledge Asset Dynamics
Aino Kianto, Tatiana Andreeva
Does KM Really Matter? Linking KM Practices and Organizational Performance
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(TB224)  IC/KM IN DIFFERENT SECTORS  (chair: Daniela Carlucci)

Lucia Varra
KM and IC in the Processes of Value Creation within the Tourist Industry and Mountain Tourism Destinations: a Research on Abetone, in the Pistoiese Mountain

Assunta Lacroce, Rocco Reina, Marzia Ventura
The Use of Intellectual Capital in the Organizational Health System: the Electronic Clinical Record in the ASPs District

Fabio Landini, Alessandro Arrighetti, Andrea Lasagni
The Determinants of Intangible Assets in Manufacturing Firms: Evidence from Italy

Cameron Watt, Nicholas Ind, Jannis Angelis, Phoebe Sherry-Watt
Living the Brand, Innovation Diffusion and the NHS

16.00 – 16.30  COFFEE BREAK

16.30 – 17.30  ROUND TABLE

Chair: Giovanni Schiuma

Keynote speech (virtual):
Jay Liebowitz – University of Maryland University College
“Knowledge-Based Research: Lessons Learned and Future Directions”

Panel discussion

19.30 – 23.30  GALA DINNER - Restaurant Tammer, Tampere
Friday 17 June 2011

08.30 – 09.00  OPENING DAY THREE – MORNING COFFEE

09.00 – 10.40  PARALLEL SESSIONS

(TB219)  IC ANALYSIS  (chair: Anssi Smedlund)
Salvatore Ammirato, Heli Aramo-Immonen, Francesco Sofo, Tarja Toikka
Thinking about Geography: the Effect of Socio-Economic and Cultural Differences on Styles of Thinking

Marcellin Yovogan
Human Capital, Financial Ratios and the Resource-Based View A case Study of Firms Listed at Bulgarian stock Exchange (BSE)

Stephen Selby
A Walk on the Dark Side

(TB222)  IC MANAGEMENT  (chair: Antti Lönnqvist)
José Maria Viedma Martí
ICBS Intellectual Capital Benchmarking System. A Practical Methodology for Successful Strategy Formulation in the Knowledge Economy

Robert Costa, Tamara Menichini
A Fuzzy Logic Multi-Criteria Approach to Assess Intellectual Capital

Julia Brunold, Susanne Durst
Intellectual Capital Risk Management: An Explorative Study in a Multinational Company

Arijit Sikdar
Managing Knowledge Flow between Parent and Offshore Campuses of Academic Institutions

(TB223)  KNOWLEDGE-INTENSIVE SERVICES  (chair: Ingi Runar Edvardsson)
Laurent Manderieux, Simone Gasperoni
Knowledge-Intensive Services and TTOs: How to Manage Research Assets and Outputs Effectively

Ettore Bolisani, Marco Paiola, Enrico Scarso
Knowledge Protection in Knowledge-Intensive Business Services

Paloma Sánchez, Olhanna Basilio
Evaluating the Innovation Capacity of KIBS by Using an Intellectual Capital Based Model

Marco Bettiol, Eleonora Di Maria, Roberto Grandinetti
Creativity vs. Standardization? Knowledge Management in KIBS Firms

(TB224)  STAKEHOLDER VALUE  (chair: Antonio Lerro)
Tuula Mittilä
From Customer Intelligence to Customer Understanding in Industrial Service

Paavo Ritola, Mikko Pynnönen, Jukka Hallikas
Creating Customer Value in Complex Service Offerings Empirical Evidence from Two Industries

John Holland
Behaviour and Investment Actions within Fund Managers and their Markets - The Role of Knowledge in Fund Management.

Maria Teresa Nardo, Stefania Veltri
Integrating Social and Intellectual Issues: Theoretical Needs and Empirical Evidences

10.50 – 12.15  PARALLEL SESSIONS

(TB219)  SOCIAL MEDIA  (chair: Maria Weir)
Vilma Vuori, Jussi Okkonen
Knowledge Sharing Motivational Factors of Using Intra-Organizational Social Media Platform

Zeljko Panian
The Growth of Interpersonal Knowledge Accelerated by Web 2.0 Technologies

Heikki Karjaluo, Aarne Töllinen
Managing the Co-Creation of Marketing Communication: Social Media and Non-Profit Organizations

(TB222)  DOCTORAL CONSORTIUM  (chair: Harri Laihonen)
Chiao-Ting Chang
Intellectual and Venture Capital of Taiwans Bio-Pharmaceutical Industry

Virpi Sillonpää
Performance in Welfare Service Organizations: What is it and How is it Measured?
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|               | **VALUE CREATION** (chair: Aino Kianto) | Ingi Runar Edvardsson, Gudmundur Kristjan Oskarsson  
Knowledge Management and Value Creation in Service Firms  
Sanna Pekkola, Juhani Ukko  
Exploring Added Value through the Service Process: a Comparative Multiple Case Study  
Kristin Falck Saghauq, Peter Lindgren  
Business and Theology: the Idea of Value |
|               | **NETWORK PERSPECTIVE** (chair: José María Viedma Martí) | Blanca Martins, Francesc Solé Parellada  
The Dilemma of Managing Trust to Affect Inter-Firms Collaboration  
Marcello Martinez, Mario Pezzillo Iacono, Gianluigi Mangia, Caterina Goldiero  
Knowledge Creation and Inter-Organizational Relationships: the Development of Innovation in the Railway Industry  
Alexander Tanichev  
Modeling of Value Creation Process in Complex Service Networks |
| 12.15 – 13.00 | **LUNCH**                              |                                                                                   |
| 13.20 – 14.10 | **KEYNOTE SPEECH**                    | JC Spender – ESADE and Lund University  
“What’s ahead in Knowledge-Land?” |
| 14.10 – 14.30 | **CONFERENCE SUMMARY, AWARDS & CLOSING** | Giovanni Schiuma – University of Basilicata  
Antti Lönnqvist – Tampere University of Technology |