

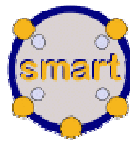
The XIV ISPIM International Conference:
"Innovation through Collaboration: Clusters, Networks, Alliances"
8 – 11 June 2003, Manchester, United Kingdom
www.ispim.org/ispim2003

Organised by:



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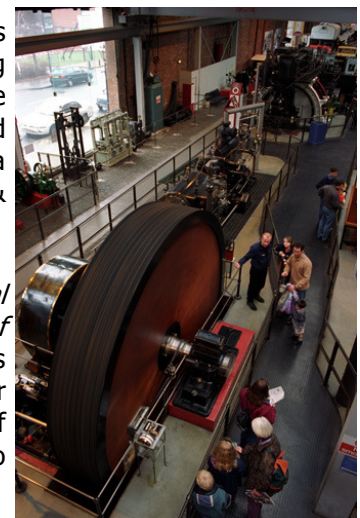
ISPIM welcomes you to Manchester for the 2003 International Conference "Innovation through Collaboration: Clusters, Networks, Alliances". The conference takes place on 8-11 June 2003 at The Museum of Science and Industry in Manchester.

The idea of organisations working together for their mutual benefit is hardly a new one but over the last two decades there has been a huge increase in collaborative activity between companies of varying sizes. Unfortunately for a great many of the businesses involved, it is an endeavour that will end in failure. Recent research suggests that as many as 50-70% of strategic alliances will fail within four years due to a vast array of cultural, political, technological and commercial factors.

This conference aims to address the issues associated with collaboration. It will provide a forum for academics, business people and consultants to discuss these issues in depth through presentations from academics and practitioners as well as through a number of interactive workshops.

The conference programme consists of academic papers, industry presentations and thematic workshops. The programme includes four parallel sessions along various themes, grouping academics with industrialists and allowing ample time for discussion. Three workshops will be run in parallel on the last day to expand on the theme of the conference. All academic papers have been refereed by a scientific committee headed up by Professor Dale Littler, Professor of Marketing & Dean of Management Studies, Manchester School of Management, UMIST.




Selected papers from the conference will be published in both *The International Journal of Technology Management* and *The International Journal of Entrepreneurship and Innovation Management*. In addition, the conference's organising committee will encourage selected authors to submit their papers for review to *The Journal of Product Innovation Management* as a special section of a future issue will be created if the number of accepted papers is sufficient to justify it.



Conference Programme

Sunday, 8th June:				
17:00 – 18:30	ISPIM Board Meeting at The Castlefield Hotel (Opposite the Conference Venue) – Closed meeting			
17:00 – 18:30	Registration at The Castlefield Hotel (Opposite the Conference Venue)			
Monday, 9th June:				
08:00 – 09:15	Registration & Coffee			
09:15 – 09:30	Conference welcome address by Umberto Del Canuto, ISPIM President and Iain Bitran, ISPIM 2003 Conference Chairman			
09:30 – 09:45	"About The Museum of Science and Industry in Manchester" by Alison Gilbody, Head of Marketing, Development and Public Programmes			
09:45 – 10:00	"Welcome to Manchester" address by Angie Robinson, Chief Executive, Manchester Chamber of Commerce and Industry			
10:00 – 10:15	ISPIM Address by Prof. Emeritus Knut Holt, Founder of ISPIM			
10:15 – 10:45	Key Note Address by Prof. Ian J Shellard, Programme Manager Global Logistics, Rolls-Royce Group plc: "Partnership Innovation in Logistics Services"			
10:45 – 11:00	Coffee Break			
11:00 – 11:30	Key Note Address by Prof. Ard-Pieter de Man, CEO of The Centre for Global Corporate Positioning, Deputy Chairman of ASAP-Europe (The Association of Strategic Alliance Professionals): "Towards a Network Economy: Innovation Strategies in a World of Alliances"			
11:30 – 12:00	Key Note Address by Eric L Clark, Chief Fire Officer, North Yorkshire Fire and Rescue Service: "Innovation in the Public Sector - A Fire Service Experience"			
12:00 – 12:15	"ISPIM 2003 - The Conference Challenge" by Prof. Dale Littler, Professor of Marketing & Dean of Management Studies, UMIST, Head of ISPIM 2003 Conference Scientific Committee			
12:15 – 12:30	Launch of the System for the Development, Management & Support of Strategic Alliances (SMART)			
12:30 – 13:30	Lunch & Exhibition			
13:30 – 15:00	Parallel Sessions			
	Session 1 Chair: Jorge Gomes	Session 2 Chair: Richard Marsh	Session 3 Chair: Umberto Del Canuto	Session 4 Chair: Yves Boisselier
	Jari Varis: A computer-aided framework for alliance partner selection	Sheila Browning: Competing in the Cauldron of the Global Economy: Tools, Processes, Case Studies, and Theory supporting Economic Development	Ravinder Zutshi: Evolution of Information and Communication Technology (ICT) Industry: Technology Convergence or Collision of Industries	Jose Caldeira: Strategic Alliances and Innovation Projects Success
	Liviu Cotoră: Using a Multi-Value Management Engine to measure the added value through partnership	Hannu Kärkkäinen: Decision Making in Network Environment: Implications from Systems Thinking	Ville Ojanen: Strategic success through collaboration– a case study on technology partnering in the ICT industry	Jeff Butler: Innovation in policy design - beyond collaboration towards a synergistic approach
15:00 – 15:30	Coffee Break & Exhibition			
15:30 – 17:00	Parallel Sessions			
	Session 1 Chair: Siegfried Gudergan	Session 2 Chair: Stuart Anderson	Session 3 Chair: Kazuyoshi Ishii	Session 4 Chair: Steffen Conn
	Angel Arbonies: 6th Generation New Product Development using Complexity Principles	Ian Barclay: Power and Trust: Their role in the creation of SME partnerships for high growth	Kevin Fang: Knowledge Co-evolution of the Conglomerate Firms	Mai Anttila: Innovation And Collaboration: Dynamic Capability Drivers For Competitive Superiority
	Perry Offer: Attention Review Management™: Understand attention - significantly increase revenue	Arie Nagel: Critical Factors for Success in Alliances among SME's - a Survey	Erkki Nironen: Impact Of Social Capital On Inter-Firm Networks	Jan Even Evensen: Issues related to Innovation and Knowledge Management in Everyday Business – pragmatic models and examples
17:00	Close of Day One			
17:30 – 19:00	ISPIM Board Meeting in the main auditorium of the conference - Open meeting for all ISPIM members and prospective members			
19:30 – 23:00	ISPIM Gala Dinner in the Power Hall of The Museum of Science and Industry in Manchester (Dinner plus wine and water included. Cash bar also available from 19:30 for all other drinks)			

Tuesday, 10th June:				
09:00 – 09:30	Morning Coffee & Exhibition			
09:30 – 11:00	Parallel Sessions			
	Session 1 Chair: Harry Nicholls	Session 2 Chair: Siegfried Gudergan	Session 3 Chair: Umberto Del Canuto	Session 4 Chair: Jan Even Evensen
	Joseph T. Kuvshinikov: A Pedagogical Model Using Business Simulations To Teach The Cross-Disciplinary Communication Skills Necessary For Participation In Strategic Business Alliances	Olli Vuola: Managing globally distributed expertise with new competence management solutions – a big-science collaboration as a pilot case	Kazuyoshi Ishii: Information Behavior in Determination of Functional Specification for New Product Development Based on the Fusion Concept	Jeff Butler: Anticipating the impact of b2b technologies on innovation, innovativeness and collaboration
	Liisa-Maija Sainio: The concept of business model – Definitions and uses	Jens Arleth: Organising Idea Development	Jorma Papinniemi: Supporting Business Process Integration By The E-Enterprise Concept	Ville Ojanen: Coping with the multiple dimensions of R&D performance analysis
11:00 – 11:30	Coffee Break & Exhibition			
11:30 – 13:00	Parallel Sessions			
	Session 1 Chair: Steffen Conn	Session 2 Chair: Helen Perks	Session 3 Chair: Jorge Gomes	Session 4 Chair: Jari Varis
	Jutta Grünberg: The Use of Knowledge in Inter-Organizational Knowledge Networks: An Empirical Investigation	Thorvald Gran: Innovation: between rationality, power and trust	Marko Torkkeli: Technology management and decision making in groups	Krzysztof Łebkowski: Statistics and Challenges of the Polish SME sector integrating with European Union's market
	Joseph Bitran: innovationEnterprizer® - Harnessing collective knowledge and wisdom to meet the challenges of innovation	Mohamed Mostafa: Determinants of organizational creativity and innovativeness in business organizations: An evidence from Jordan	Richard J Marsh: Shortened Development time and improved Alliances Resulting from New Market Driven Techniques and "Trusted Intermediaries"	Ismo Koponen: The Role of National Innovativeness in Selecting an International Trading Partner - A Russian Case
13:00 – 14:00	Lunch & Exhibition			
14:00 – 15:30	Parallel Sessions			
	Session 1 Chair: Yves Boisselier	Session 2 Chair: Arie Nagel	Session 3 Chair: Jeff Butler	
	Pekka Berg: Benchmarking of quality and maturity of innovation activities - Description of a database and benchmarking analysis	Ravinder Zutshi: Partner Selection, Commitment and Control in International Joint Ventures: A Comparative Study	Siegfried Gudergan: Innovating by way of collaborating	
	Michael Jackson: Shaping Tomorrow's Innovations – future clusters, networks and alliances	Olli Vuola: Systematic Use of Big-Science Collaboration to Catalyse Industrial Innovation – A Case Study	Kevin Fang: Innovation through collaboration in service-oriented product: the empirical result of industrial computer industry development in Taiwan	
15:30 – 16:00	Coffee Break & Exhibition			
16:00 – 17:00	"The Challenge Met?" – Plenary Session chaired by Prof. Dale Littler, Professor of Marketing & Dean of Management Studies, UMIST, Head of ISPIM 2003 Conference Scientific Committee			
	Presentation of "The Knut Holt Award" for Best Conference Paper			
17:00	Close of Day Two			
18:30 – 23:00	ISPIM Fun Evening (Optional!) – Coaches will leave from outside the museum reception area at 18:15 – Please be on time!			
	BBQ, live cricket match (weather permitting!), real ale and karaoke (all food included – cash bar available for drinks)			

Wednesday, 11th June:	
09:00 – 10:30	Parallel Workshops:
	Workshop 1 - The Association of Strategic Alliance Professionals (ASAP): "Alliances as Engines of Innovation" by Mike Nevin, Chairman, ASAP-Europe
	Workshop 2 – The Product Development Management Association (PDMA): "New Service Development in Commercial Banks: the Management and Organisation of Virtual Development Teams" by Mark Wein, CASS Business School, London "Exchanging and jointly creating Valuable Resources through long-term New Product Development Collaboration" by Dr. Helen Perks, Chair PDMA UK & Ireland, Manchester School of Management, UMIST "Configuring Global Networks for Innovation: Lessons from International Fibre Innovation" by Richard Jeffery David Rigby Associates, Manchester Chair: Dr. Chris Storey, CASS Business School, London
	Workshop 3 – The SMART Project Partnership: "Managing Alliances the SMART Way" by Steffen Conn, Arie Nagel and Harry Nicholls
10:30 – 11:00	Coffee Break & Exhibition
11:00 – 12:30	Parallel Workshops continued
12:30 – 13:30	Lunch & Exhibition
13:30 – 14:00	Closing Session
14:00	Close of Conference
14:30 – 17:00	SMART Project Meeting – Closed meeting

Speaker Profiles

Angie Robinson was appointed Chief Executive of the Manchester Chamber of Commerce and Industry (www.mcci.co.uk) in July 2000. The Chamber has undergone considerable change since her arrival, and is now recognised to have one of the strongest policy and public relation functions in the country. The Chamber is highly active in its local areas and also at regional, national and international level and has a successful joint venture business support company, Chamber Business Enterprises. Angie is a Director of North West Chambers Ltd and is a Member of the British Chambers of Commerce Accreditation Board – she holds a variety of board level positions in Manchester organisations.

Ian J Shellard joined Rolls-Royce Group plc in 1979, initially in engineering research. In 1984, he moved into business development, holding a number of positions in both the aerospace and power generation sides of the business in the UK, Europe and USA. During this period, Ian was involved in start-up "spin-off" companies, intra-group technology transfers, licensing, and the establishment of the engineering aspects of the Joint Venture "BMW Rolls-Royce Aero engines" in Germany (now Rolls-Royce Deutschland). He then moved into operational management of a Rolls-Royce subsidiary that designed and supplied non-destructive testing systems and products to the aerospace, nuclear and oil exploration industries. Ian returned to the Aerospace Group in 1995, in an engineering management role, before joining the newly-formed Logistics team in 1999. Partnerships and collaborations have been a common thread running through all Ian's roles, and he is currently leading the establishment of a set of global partnerships in logistics. Ian has a PhD in Physics from The University of Nottingham, where he currently holds a Visiting Chair in the business school.

Ard-Pieter de Man is Professor of Organization Science, specifically organizational aspects of the network economy, at the Eindhoven University of Technology and CEO of the Centre for Global Corporate Positioning (www.cgcpmaps.com), an alliance research and consulting firm. He counts among his clients many Fortune 500 companies and governmental institutions. His academic research concerns alliances, networks and innovation. He is a prize winning author, and he is the (co-)author of some thirty articles and seven books, mainly on alliances. He also is Deputy Chairman of ASAP-Europe, the European branch of the Association of Strategic Alliance Professionals (www.strategic-alliances.org). As Deputy Chairman of ASAP he is actively involved in developing the art of alliance management.

Eric L Clark has been Chief Fire Officer of North Yorkshire Fire & Rescue Service (www.northyorks999.net) for the past eight years, including six years for the Combined Fire Authority embracing the County of North Yorkshire and the City of York. Eric was awarded the Queen's Fire Service Medal in the 1992 New Year's Honours List for Distinguished Service to the British Fire Service and has represented the Local Government Association and the Chief and Assistant Chief Fire Officers' Association on a range of matters, especially in Operations, Health & Safety, Emergency Planning and Hazardous Substances. He currently acts as an Advisor to the Local Government Association on Rural Affairs and "Futureswork" and represents the UK Fire Service in the European Commission.