





**INNOVATION** *for* **GROWTH**  
*The Challenges for East & West*

**ISPIM 2007 Conference Programme**

<b>Sunday, 17 June 2007</b>		
<b>Venue: The Warsaw House of Technology (unless otherwise stated)</b>		
12:30 – 13:00	ISPIM Board Elections – open to all eligible ISPIM members –	
13:00 – 15:00	ISPIM Board Meeting – closed meeting –	ISPIM Fellows Meeting – closed meeting –

15:00 – 18:00	<p>Pre-Conference Workshop 1 (Room F) led by Dr. Eelko Huizingh</p> <p><i>How to write academic papers for publication</i></p> <p>- for PhD students only -</p> <p>Please note this workshop is now full</p> <p>There is no additional cost to attend this workshop</p> <p>To attend this workshop, please apply to ISPIM (<a href="mailto:conference@ispim.org">conference@ispim.org</a>)</p>	<p>Pre-Conference Workshop 2 (Room B) led by Jeff Butler</p> <p><i>Visualising Research Needs and Opportunities in Innovation Management – An Open Innovation Approach?</i></p> <p>A workshop for managers and academics to identify how and where new research projects can be defined and where new groups and networks should be created to address those project objectives</p> <p>There is no additional cost to attend this workshop</p> <p>To attend this workshop, please apply to Jeff Butler (<a href="mailto:jeff.butler@mbs.ac.uk">jeff.butler@mbs.ac.uk</a>)</p>
15:00 – 22:00	Conference Registration	
16:30 – 19:15	<p>Walking Tours of The Old Town (Departure from in front of The Sofitel Victoria Hotel) One hour tours (maximum 25 people per tour) will depart at the following times: 16:30 16:45 17:00 17:45 18:00 18:15</p>	
19:30 – 22:00	<p>Welcome Reception with Buffet Dinner and Traditional Polish Dancing</p> <p>Dress: Smart Casual</p>	

<b>Monday, 18 June 2007</b>	
<b>Venue: The Warsaw House of Technology (unless otherwise stated)</b>	
08:00 – 09:15	Conference Registration
09:15 – 09:30	<p>Conference Welcome: Dr. Tomasz Kosmider – Conference Chairman Iain Bitran – President, ISPIM</p>
09:30 – 10:00	<p>Local Address: Prof. Adam Mazurkiewicz</p>  <p>Director of the Institute of Terotechnology - National Research Institute in Radom and leads a national programme on "Development of Innovativeness Systems of Manufacturing and Maintenance 2004-2008"</p> <p><i>Achieving innovation system excellence in Poland</i></p>

10:00 – 10:30	<p style="text-align: center;">Keynote Address: Mike Southon</p>  <p style="text-align: center;">Best selling author of <i>The Beermat Entrepreneur</i>, the UK's best-selling business title. Owner of Beermat.biz, an online resource for entrepreneurs and business people</p> <p style="text-align: center;"><i>Innovation on a Beermat: How to apply the "Beermat" methodology to your environment</i></p>				
10:30 – 11:00 Coffee Break					
11:00 – 12:30	<p style="text-align: center;">Parallel Session 1.1 (Room A) Chair: Darek Klonowski</p>	<p style="text-align: center;">Parallel Session 1.2 (Room B) Chair: Desai Narasimhalu</p>	<p style="text-align: center;">Parallel Session 1.3 (Room C) Chair: George Tovstiga</p>	<p style="text-align: center;">Parallel Session 1.4 (Room E) Chair: Jorge Gomes</p>	<p style="text-align: center;">Parallel Session 1.5 (Room F) Chair: Hannu Kärkkäinen</p>
	Luis Santos: FINICIA - Access to Finance for Innovation & Start Ups	Mai Anttila: Resource Positioning Analysis in Assessing Value Delivery of Innovations	Alessia Melasecche Germini: Laying The Foundations For The European Googles Of The Future (Presented by Lorenzo Lo Cascio)	Kaj Koskinen: Utilisation of the Operators Innovativeness in Non-innovative Work Environment (Presented by Antti Piirto)	Pekka Berg: Measurement of the Innovation Process Front End
	David Smith: Financial Bootstrapping and Social Capital: How technology-based start-ups fund innovation	Raj Datta: Balancing Controlled and Emergent Innovation	Piers Thompson: Who are the Innovative Entrepreneurs?	Annick Castiaux: Participative innovation: when innovation becomes everyone's business	Clive-Steven Curran: Project leadership skills in cooperation projects
	Sally Davenport: Innovation for Growth: Signalling Potential Productivity in High-Tech Start-Ups	Tuija Luoma: Commercialization Success in Innovation Development	Rob Dew: Creative Resolve Response	Pia Hurmelinna-Laukkanen: The two-edged sword of human resource management in innovation: generating and protecting knowledge and ideas	Ollipekka Aura: The effect of reported success factors on three different objectives in the front-end of innovation
12:30 – 13:00	<p>The Innovators Sandwich Board Game Networking Session managed by Innovatika</p>  <p>THINKDOM OF BUSINESS INNOVATORS</p>				
13:00 – 14:00 Buffet Lunch					
14:00 – 15:30	<p style="text-align: center;">Parallel Session 2.1 (Room A) Chair: Ferdinando Chiaromonte</p>	<p style="text-align: center;">Parallel Session 2.2 (Room B) Chair: Mai Anttila</p>	<p style="text-align: center;">Parallel Session 2.3 (Room C) Chair: Bruno Woeran</p>	<p style="text-align: center;">Parallel Session 2.4 (Room E) Chair: Stefania Testa</p>	<p style="text-align: center;">Parallel Session 2.5 (Room F) Chair: José Carlos Caldeira</p>

	Eric Stevens: Creating the Conditions of the Emergence of Innovative Projects: Evidence from Upstream Stages of the NPD.	James Neblett: Why Globalization matters to Labor?	Michael Dell: Centrope Project Development ICT networks Vienna Region	Brigita Janiunaite: The relationship between citizens' innovative culture and innovative activity in business and industry: problems and challenges for latecomer countries	Antonio Manuel Gil: A framework for implementing and managing systematic innovation: A manufacturing company case study (Presented by Fermin Uribetxebarria)
	Murray Millson: The Impact of Formally Documented NPD Processes, Decision Making Centralization, and NPD Performance on Organizational Competitiveness	Simon Orilski: Roadmapping for Competitiveness of High Wage Countries	Stefano Carosio: Innovation - An Innovative Approach To Transnational Technology Transfer	Carlos Fernández Isoird: Self-regenerational ability in organizations	Chintan Shah: Establishing an effective venture capability (Presented by Marc Zegveld)
	Desai Narasimhalu: Innovation Engine	George Tovstiga: Strategic innovation: Getting the act together for profitable growth		Patricia Valdenebro: The Knowledge Cluster Initiative on Emotional Intelligence (Presented by Monica Moso & Iker Atxa)	Noritomo Ouchi: The dynamism between technological diversification, learning, spillover and functionality development - The case of Canon's copying machines and printers
15:30 – 16:00	Coffee Break				
16:00 – 17:30	Parallel Session 3.1 (Room A) Chair: René Rohrbeck	Parallel Session 3.2 (Room B) Chair: Mick McLean	Parallel Session 3.3 (Room C) Chair: Robert Kok	Parallel Session 3.4 (Room E) Chair: Keith Bevis	Parallel Session 3.5 (Room F) Chair: Murray Millson
	Eelko Huizingh: Reasons for Incomplete Innovation Implementation: Why do they Matter?	Marko Seppänen: Evaluating non-core technologies: Contrasting external and internal views on corporate research results	Yang Chia-Han: A Correlation Analysis of Policy Instruments in Industrial Innovation System for High-tech Industrial Development	Samuli Kortelainen: Effective learning within the innovation process	Mikko Pynnönen: Mapping business: value stream based analysis of business models and resources in ICT service business
	Brian McGrath: Innovation That Lasts	Tomasz Kosmider: Multidisciplinary Research Consortia as a structure for improving research effectiveness	Anna Trifilova: Geography of technological co-operation: the Russian study	Erik Hallgren: How to use an innovation audit as a learning tool; a case study	Kalle Piirainen: A Scenario approach for assessing new business concepts
	Colin Cheng: Re-innovation: The Construct, Measurement, and Validation	Andre Buys: How sectoral patterns of technological change relate to categories of technological (research) intensity	Jukka Hallikas: Methods and Tools for Analyzing Industry Change: Case ICT Sector	Elisa Vuori: Transforming innovation process for services: A case study	
17:30	Close of Day One				
19:45	Departure from The Sofitel Victoria Hotel (10 minutes walk)				

20:00 ~ 23:00

Gala Dinner at The Porczynski Gallery, Warsaw



The Porczynski collection consists of almost 400 paintings and sculptures donated by Janina and Zbigniew Porczynski. It is recognised as one of the most valuable of its kind in Poland. Famous artists on display include Goya, Van Gogh, Maes and Tintoretto plus many others. The site of the gallery is the historical Bank of Poland building. A traditional Polish dinner will be held in the Rotunda building of the gallery.



The evening will include a local welcome by Prof. Krzysztof Jan Kurzydowski – Undersecretary of State, Ministry of Science and Higher Education

Dress: Smart Casual

**Tuesday, 19 June 2007**

**Venue: The Warsaw House of Technology (unless otherwise stated)**


09:00 – 10:30	Parallel Session 4.1 (Room A) Chair: Marko Torkkeli	Parallel Session 4.2 (Room B) Chair: David Smith	Parallel Session 4.3 (Room C) Chair: Annick Castiaux	Parallel Session 4.4 (Room E) Chair: Gordon Dyer	Parallel Session 4.5 (Room F) Chair: Sally Davenport
	Federico Frattini: Assessing open innovation in biotechnology (Presented by Davide Chiaroni)	Joseph Bitran: Development of Regional Support Policies for Innovation and Entrepreneurship	Philippe Valoggia: Knowledge Management Strategy Identification of a Luxemburgish Research, Development and Innovation Centre – A contingency approach (Presented by Anne Rousseau)	Aurora Teixeira: Are Engineering students more entrepreneurial than Economics and Business students? Results from a large survey	Akihiro Fujii: Multiple-methodology foresight survey about future of ubiquitous and pervasive computing
	Alok Chakrabarti: Open Innovation Strategy in the Medical Devices Industry	Mick McLean: The Myth of Regional Innovation - A Survey of UK Regional Innovation Support Schemes	Marc Ingham: The Adoption of Quality Management-Related Formats and Their Contribution to Knowledge Codification in Innovation Projects (Presented by David Ansiau)	Csaba Deák: Improving Innovation in Business Processes Management of Eastern Europe SMEs by Using Qualified Process Innovation Managers – an Academic Approach	Ville Ojanen: Innovation Management in Technology-related Knowledge-intensive Business Services
	Matti Karvonen: Managing non-core business ideas: A case study from the Finnish forest industry (Presented by Tuomo Kässi)	Monika Kriaucioniene: Excelling in innovation - the challenge for small catching up countries? Lithuanian case	Stefania Testa: Knowledge management for gaining a sustainable competitive advantage: evidences from the Italian food sector	Jaka Vadnjal: The potential for venture capital investments in university incubators in Slovenia	
10:30 – 11:00	Coffee Break				

11:00 – 11:30	<p style="text-align: center;">Keynote Address: Prof. Dr. Wim Vanhaverbeke</p>  <p style="text-align: center;">Professor of Strategy at Hasselt University, Belgium, Research Fellow at the Eindhoven Center for Innovation Studies, The Netherlands and Director/Founder of OpenInnovation.eu</p> <p style="text-align: center;"><i>Open Innovation in European firms</i></p>				
11:30 – 13:00	<p style="text-align: center;">Parallel Session 5.1 (Room A) Chair: Eric Stevens</p>	<p style="text-align: center;">Parallel Session 5.2 (Room B) Chair: Eelko Huizingh</p>	<p style="text-align: center;">Parallel Session 5.3 (Room C) Chair: Xavier Olleros</p>	<p style="text-align: center;">Parallel Session 5.4 (Room E) Chair: Csaba Deák</p>	<p style="text-align: center;">Parallel Session 5.5 (Room F) Chair: Jaka Vadnjak</p>
	<p>Jani Saarinen: Evolution of openness - open innovation in historical perspective</p>	<p>Olli Kytölä: Turning on a dime - Competition, cooperation or coopetition between industries</p>	<p>Natalia Kitaygorodskaya: Information-Processing Capabilities as Transactive Memory System: Results of Comparative Study of Two Teams with Tasks of Different Complexity</p>	<p>Anna Kyrki: Aspects of Learning in Offshore Software Development Cooperation</p>	<p>Saara Brax: Innovating Services Through Modularization: Case Examples From Business Services</p>
	<p>Philipp Herzog: Open vs. Closed Innovation units – different cultures for different innovation strategies</p>	<p>Robert Kok: Effects of dyadic alliance governance structures on product innovation project decision-making</p>	<p>Zheng Ma: Comparison of NPD team communication patterns within UK and Chinese context using simulation</p>	<p>Gordon Dyer: Firing Enthusiasm For Learning – What We Can Learn From Thermochemistry</p>	<p>Darek Klonowski: Incubator development in Central and Eastern Europe: A case study</p>
	<p>Sari Viskari: Managing non-core technologies: the management of Research Surplus Portfolio</p>	<p>Jari Varis: Alliance activity and firm performance in ICT sector</p>	<p>Hannele Lampela: Overcoming Challenges of Knowledge Management and Learning in Virtual Working Environment – a Case Study</p>	<p>Adrian Cottin: Lifelong Learning: Looking into the future</p>	<p>Malcolm Lloyd: Young Chamber of Commerce</p>
13:00 – 14:00	Buffet Lunch				
14:00 – 14:30	<p style="text-align: center;">Local Address: Krzysztof Lebkowski</p>  <p style="text-align: center;">Director, Science &amp; Technology Commercialisation Platform NOTUS &amp; President, The Polish Consultants Society</p> <p style="text-align: center;"><i>Innovation Transfer between East and West: The ISPIM-NOTUS Project</i></p>				
14:30 – 15:00	Presentation on ISPIM activities covering ISPIM News, Memobiblio and the members area of the website				

15:00 – 15:30	Coffee Break				
15:30 – 17:30	Short Paper Session SP1 (Room A) Chair: Henrik Morgen	Short Paper Session SP2 (Room B) Chairs: Eric Stevens & Marko Torkkeli	Short Paper Session SP3 (Room C) Chair: James Neblett	Short Paper Session SP4 (Room E) Chair: Ferdinando Chiaromonte	Short Paper Session SP5 (Room F) Chair: Jari Varis
	René Rohrbeck: Combining internal and external venturing – the spin-out - spin-in approach	Augusta Maria Paci: An approach to open mapping of research based manufacturing	Amanda Ratcliffe: Passport to Trade: Connecting SMEs across Europe	Bruce Johnstone: Ethnographic Methods: Discovering opportunities for innovation within cultural and social settings	Kalle Elfvingren: Supporting Managerial Planning Tasks In Innostudio
	Thorvald Gran : Innovation systems between universities, government authorities and markets directed at commercialisation of publicly produced knowledge and technology. The Norwegian case.	Diane Isabelle: Intellectual Capital, Industrial and Political Spillovers from International Scientific Collaborations: A Multi-Country Study	Bruno Woeran: EQN - European Qualification Network: Skills Set Standards for professions, shown on the job profile of a Certified Innovation Manager	Anjhula Singh: Culture and Communication between East and West, a Global Challenge	Anne-Laure Mention : Outsourcing of IT services as innovation in the financial sector in Luxembourg: which challenges?
	Jose Leceta : Intergovernmental R&D Organisations and Networks: the cases of ESA and Eureka	Xavier Olleros: Learning to trust the crowd: Some lessons from Wikipedia	Keith Bevis: Training: an inhibitor of innovation in the automotive supply chain?	Anders Hemre: Crossing the Idea Chasm - Creating High Value Idea Portfolios	Jukka Laitinen: Competitive advantage through market-oriented innovation process – Applying the scenario approach to create radical innovations
	Helena Duarte: Fostering Innovative Entrepreneurship Through The EMPREENDA – Idea and Venture Fair	Maaretta Törrö: Global intellectual capital brokering – a theoretical framework	Vesselenyi Istvan: Educating the Research Exploitation and Innovation Management at Eötvös Loránd University (Presented by András Bácskay)	Thomas Matheus: How power influences the interrelationships between different types of knowledge during product development processes in inter-firm networks	Trond Aage Langvik: Networks and its contribution to a more sustainable worklife
	Yves Boisselier: Pro-active Incubators and Entrepreneurship (presented by Monique Landy)	Marco Dinis: Entrepreneurial Strategy and Incentives For The Use Of Industrial Property	Kazuyoshi Ishii: Information Behavior in the Development of An Educational Program for Production Manager		
17:30	Close of Day Two				
19:30	Departure from The Sofitel Victoria Hotel (10 minutes walk)				

20:00 ~ 24:00	<p style="text-align: center;">Conference Dinner at the Bazyliszek Restaurant, Warsaw Old Town</p> <div style="text-align: center;">  </div> <p style="text-align: center;">The Bazyliszek Restaurant is a traditional Polish family-run restaurant dating back to 1894. Situated on the Old Town square, the restaurant is decorated to reflect the period of The Grand Duchy of Warsaw from the 18th Century. Our evening will include traditional Polish cuisine, a master-class in vodka and Polish music. Be prepared for a late night...!</p> <p style="text-align: center;">Dress: Casual</p>
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<b>Wednesday, 20 June 2007</b> <b>Venue: The Warsaw House of Technology (unless otherwise stated)</b>	
09:30 – 11:30	<p style="text-align: center;">Conference Workshop (Room A) Led by Prof. Eric Stevens &amp; Prof. Marko Torkkeli</p> <p style="text-align: center;"><i>Open Innovation: Developing new products and services through collaboration</i></p> <p>The theme of the ISPIM 2008 conference will be used as the subject for this workshop. The result of this workshop will be a series of sub-themes and ideas for potential collaboration leading up to the conference in Tours.</p>
11:30 – 12:00	Coffee Break
12:00 – 12:30	<p style="text-align: center;">Keynote Address: Dr. Dan Kirsch</p> <div style="text-align: center;">  </div> <p style="text-align: center;">Chief Operating Officer, The Knowledge Management Professional Society (KMPro), USA</p> <p style="text-align: center;"><i>Strategic Innovation: Knowledge Creation and Collaboration -- Driving Products &amp; Services</i></p>
12:30 – 12:50	<p style="text-align: center;">Invitation to the ISPIM 2008 Conference by Prof. Eric Stevens, ISPIM 2008 Conference Chairman Venue: Tours (Loire Valley), France Date: 15-18 June 2008 Theme: <i>Open Innovation: Developing new products and services through collaboration</i></p>
12:50 – 13:00	<p style="text-align: center;">Conference Awards: The Knut Holt Award for Best Conference Paper The Best Student Paper Award</p>
13:00 – 14:00	Buffet Lunch

14:00	Official Close of Conference	
14:30 – 19:00	<p>Post-Conference Workshop 1 - Innovatika (External Venue) Led by Tomasz Rudolf, Managing Director</p> <p><i>Innovation Management Cookbook: sharing the recipes &amp; lessons learned</i></p> <p>Interactive knowledge-sharing workshop for practitioners. Please note numbers are limited - apply to Magda Rudzka (<a href="mailto:magda.rudzka@innovatika.com">magda.rudzka@innovatika.com</a>).</p> <p>There is an additional cost of € 100 to cover participation in the workshop and cooking academy. This should be paid directly to Innovatika and not to ISPIM.</p> 	<p>Post-Conference Workshop 2 - NOT (Room A) Led by Krzysztof Lebkowski</p> <p><i>Science &amp; Technology Commercialisation Platform NOTUS</i></p> <p>To attend this workshop, please apply to Krzysztof Lebkowski (<a href="mailto:krzysztof.lebkowski@notus.org.pl">krzysztof.lebkowski@notus.org.pl</a>).</p> <p>There is no additional cost to attend this workshop.</p> 
19:30 – 22:30	<p>The Chef's Academy</p> <p>After the workshop all the participants will be invited to the fun &amp; networking part. Together we will cook and eat at the best chef's cooking school in Warsaw - Kurt Scheller's Academy.</p> <p>Please note that attendance at the academy is restricted to the participants of the <i>Innovation Management Cookbook</i> workshop only.</p>	<p>Final Day Dinner</p> <p>Anyone interested in going for dinner in a local restaurant should contact the conference secretariat (<a href="mailto:conference@ispim.org">conference@ispim.org</a>).</p> <p>Please note that the cost of this dinner is not covered by the conference fee.</p>
<p>Note: Post-conference company visits can be arranged on request. Please contact <a href="mailto:conference@ispim.org">conference@ispim.org</a> with your visit requirements.</p>		