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Editorial

Dear Members,

Since this is the first time I have addressed you as an ISPIM Board Member, let me express my thanks for the invitation to become VP for Marketing. For sure, the chance to work with the current board is one of my main reasons for accepting it.

According to my "job description", it is my responsibility to attract new people to ISPIM and to its events, to keep members informed about relevant activities and to improve ISPIM's brand awareness in the innovation community. I am also expected to contribute to the definition of a portfolio of high value products and services for our members. This includes the introduction of improvements on the existing ones and the creation of new ones. Since I believe that our capability to attract more people and to increase awareness greatly depends on the quality and relevance of our products and services, I will focus my attention there for the moment.

A first evaluation exercise was conducted on ISPIM's main products and services during the Porto Conference in 2005. An excellent response (more than 75 questionnaires were completed) which gave us relevant feedback about the Conference, Newsletters and Memobiblio. Also, new products and services were proposed and tested, such as thematic workshops. Finally, several suggestions were made by members and conference participants. One example was the possibility to combine the membership and conference fees in one unique payment.

The September Newsletter included the results of the Conference evaluation. This edition presents the feedback for the other ISPIM products and services. As you will see, if we classify them in terms of awareness versus value/relevance, they are located in different quadrants, which means that different actions are required. Nevertheless, all are or have the potential to become valuable, which means that we are doing relevant things for our members.

The Board is strongly committed to take the necessary actions to meet members' expectations and needs. Some are already on the way. But we cannot do too much without your support, and that includes comments, criticism, suggestions and ideas. So please feel free to contribute. Our challenge is also your challenge.

Best wishes for a successful 2006.

José Carlos Caldeira
VP Marketing

Society News

Survey on ISPIM Services

During the last ISPIM conference in Porto, two surveys were conducted of the participants: one regarding the conference itself (the results were presented in the September Newsletter) and one focused on ISPIM services. As promised, we now present the main results of this last survey.

The services

Besides the annual conferences, ISPIM offers a set of services, namely the Newsletter and Memobiblio. Participants were also asked about new services, like thematic workshops.

The results

75 questionnaires were completed and the outcome confirms some ideas and points out a set of actions. For each one of the existing and new services, the participants expressed the following opinion:

Newsletter:

- Do you know about its existence?
 - **77% YES – 23% NO**
- If you receive it, how often do you open it?
 - **59% ALLWAYS – 24% MOST TIMES – 17% SOMETIMES – 0% NEVER**
- How valuable is/will be the Newsletter to you?
 - **24% VERY MUCH – 38% SOME – 36% LITTLE – 2% NONE**
- Two things you want in the Newsletter?
 - **Events and conference list: 57 - Collaboration opportunities: 50 – Member profiles: 23 – Member messages: 8**

Memobiblio

- Do you know about its existence?
 - **27% YES – 73% NO**
- If you receive it, how often do you open it?
 - **21% ALLWAYS – 42% MOST TIMES – 5% SOMETIMES – 32% NEVER**
- How valuable is/will be the Memobiblio to you?
 - **56% VERY MUCH – 25% SOME – 18% LITTLE – 1% NONE**
- Two things you want in a quarterly technical publication?
 - **Academic research summaries: 34 - Case studies: 40 - Summary of professional and academic research: 46 - Book reviews: 12.**

Workshops

- If ISPIM runs innovation Workshops in Europe, would you be interested in participating and in which role?
 - **Host: 22 - Workshop leader: 32 – Attendee: 56 - Not interested: 4.**

Conclusions

The analysis of the results shows that:

- The Newsletter already has a strong visibility. The perceived value of this service is medium, so some changes should be introduced, in line with the suggestions made by the participants.
- The Memobiblio represents a different (almost opposite) challenge. Participants consider that it represents a high value service but its visibility is still quite low. This calls for specific actions, aiming at raising awareness among members.
- There is clearly a space for new services, namely workshops around the topics addressed by ISPIM. We should also stress the active role that participants seem to be willing to take in this effort.

Finally, the ISPIM Board would like to thank all participants in this survey. We will work to improve our services, trying to match them with the needs and aspirations of our members. For that, your contribution is crucial. So, if you have comments or contributions related to this theme, please feel free to send them.

ISPIM MEMOBIBLIO – A high value service

MEMOBIBLIO is a quarterly publication, produced under the responsibility of Ferdinando Chiaromonte (VP, Publications) and co-ordinated by Claudio Eusebi, that aims at keeping ISPIM members in touch with the theoretical and practical developments in the field of Innovation Management.

For each issue, a set of areas or themes is defined. A review of the most relevant international journals in the field results in a list of significant articles and, for each one of them, a summary is prepared. This is complemented with selected case studies, able to illustrate some of the concepts or bringing different viewpoints on the theme. Finally, an expert is invited to make an editorial, providing an adequate framework for the entire “package”.

To illustrate what was said, the last issue (September 2005) included 33 articles, covering the themes of “Learning and the entrepreneurial mindset”, “Academic-industry networks for innovation” and “Diversity management: women in innovation, working across cultures” and an editorial by Eelko Huizingh, entitled “Learning and Innovation: the perpetual twins”. The issue of March 2005 included summaries of 35 articles, around the themes of “Knowledge management”, “Human resources” and “Assessment”. This issue also included three case studies.

This theme-oriented collection of articles and case studies is a high value service for all ISPIM members, namely students, researchers and professionals, since it provides an easy and fast tool to do state-of-the-art reviews. It also works as a notification mechanism, bringing to members the most recent and relevant studies and information about innovation management.

To let you evaluate these and other benefits of Memobiblio, we are sending you the last issue (September) together with this Newsletter. We believe that this service only more than pays back the ISPIM annual membership fee. Take some time to read it and let us know your opinion. If you are not a member of ISPIM, you will receive this sample edition of Memobiblio, but need to sign up for membership to receive future editions.

The XVII ISPIM Annual Conference in Athens



The 2006 ISPIM Conference "**Networks for Innovation**" will be held in **Athens, Greece** on **11-14 June 2006** and is organised by **The Technical Educational Institute of Athens**.

Conference Sub-themes

- Academic-industry networks for innovation
- Learning and the entrepreneurial mindset
- Managing knowledge
- Tools and teams for distributed innovation
- SMEs: opportunities & threats
- Diversity management: women in innovation, working across cultures
- Public policy to stimulate networks

Important Deadlines

Academic papers:

- Paper abstracts - **27 January 2006**
- Acceptance notification - **24 February 2006**
- Final papers - **28 April 2006**

Practitioner presentations, case studies, short paper presentations:

- Outlines/abstracts - **27 January 2006**
- Acceptance notification - **24 February 2006**
- Final submissions - **28 April 2006**

If you would like to contact the conference organisers regarding speaking or sponsorship opportunities, please email ispim2006@ispim.org

More information for ISPIM at www.ispim.org/ispim2006.html

Our latest members

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I am one of the two cofounders and CEO of Biovista, a company that provides business intelligence and knowledge management products and services to the life science industry.

An engineer by first degree, I moved on to study Artificial Intelligence as I am fascinated by our attempts to understand how the human brain works and more generally how living beings function and evolve in their complex environments.

Biological evolution is of course a great paradigm for studying systematic innovation and scientific discovery, a field that I have been involved with over the last 8 years. I have published a number of papers on the subject and led an E.U funded project (Innovanet) on systematic innovation.

Most recently I am working on 'literature based discovery', an art whereby we mine large bodies of publications for knowledge that can be applied to novel problems in the life sciences domain. The problem is a very hard and interesting one and certainly requires a multidisciplinary approach and many different ways of thinking about it which is what I am sure I will find amongst ISPIM members.

Apart from running Biovista I am also a reviewer and project evaluator for the European Commission as well as the Austrian government, on projects that deal with technologies such as the semantic web, ontologies, reasoning engines and search.



BIOVISTA

Biovista was established in 1993. With offices in the USA (Virginia) and Europe (Greece) the company develops software-based products and services for knowledge-intensive applications in the healthcare, pharmaceutical and biotechnology industries.

BEA (one of our main products), is a concept-based, graph driven search environment that supports scientific discovery in the life sciences. Combining resources that include over 15 million abstracts, 200.000 life science patents and 3000 press releases it is the 14th largest (by number of rows) database in the world giving its users unprecedented capabilities to analyze the literature.

Biovista's clients include pharmaceutical and biotechnology companies, financial organizations, academic institutes and government organizations in the E.U, North America and Asia.

Short News



ISPIM Member Awarded

Dr. Howard R. Moskowitz (Ph.D. Harvard), president of Moskowitz Jacobs Inc., was awarded the 2005 Charles Coolidge Parlin Marketing Research Award. The award, regarded as the “Nobel Prize” of the market research industry, was presented at the annual conference of the American Marketing Association in Boston, held September 25 to 28.

The Parlin Award was established in 1945. The American Marketing Association and the Marketing Department of the Wharton School of Business at the University of Pennsylvania are co-administrators of the award with direction from the Parlin Board of Governors. Established as a memorial to Charles Coolidge Parlin, who is recognized as the founder of marketing research, the Parlin Award is today a pre-eminent national honour. This award is the oldest and most distinguished award in the field recognizing academics and practitioners who have demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time.

The award was presented to Dr. Moskowitz for his notable contributions and unswerving dedication to the ongoing advancement of marketing research practice.



Iain Bitran guest speaker at the Istanbul Chamber of Industry's IVth Industrial Congress

Iain Bitran, ISPIM President, was a guest speaker at the Istanbul Chamber of Industry's IVth Industrial Congress on November 25-26, 2005. Iain presented in the session on "Impact of Innovation on Competitiveness" on the topic of "Research – Industry Collaboration – Tools for Innovation".

The Website of the Istanbul Chamber of Industry is www.iso.org.tr



New competence centre in Switzerland

Our ISPIM member, Fredrik Hacklin and his research group had been involved in the foundation of a newly established multidisciplinary competence center for innovation at ETH Zürich, Switzerland.

The Swiss Federal Institute of Technology (ETH) Zurich has recently established the new International Competence Center for Innovation (ICCI).

The main task of the center will be to investigate innovation processes and advise companies, particularly small and medium-sized businesses (SMEs), on the implementation of innovative ideas. In order to improve the co-ordination of research, the initiators also want to work closely with EU member countries.

With the creation of the ICCI, ETH Zurich aims to unify innovation management research activities on a multidisciplinary level, improve its international networking activities in this area of research and present a uniform image to the public. ICCI will fulfil the function of a competent port of call for businesses seeking to innovate.

Contact:
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Phone: +41 44 632 05 41
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E-Mail: info-icci@ethz.ch
Web: www.icci.ethz.ch

Events & Opportunities



Partnership Wanted

ISPIM corporate member Enterprizer Technologies is looking for partners to host a two day workshop for practitioners and consultants on "Evaluating and Managing New Product Innovation".

The workshop introduces participants to the innovation. Enterprizer software toolkit and covers the following topics:

- Communicating the innovation imperative
- Selecting the right projects
- Fostering a culture for innovation
- Building new project teams
- Managing the new product process
- Linking organisational strategy to new product strategy
- Managing a balanced and focussed new product portfolio

Workshop materials are available in English, Finnish, French, Hungarian, Polish and Portuguese. For more information, please contact Iain Bitran at ibitran@enterprizer.com



Call for Papers:

Articles in Innovation or Knowledge Management for the Journal of Business Chemistry

Topics: Innovation and Knowledge Management, Strategy Development, Leadership issues and financial aspects which have a connection to the chemical, pharmaceutical, agricultural or biotechnological industry are welcome for publication. Interdisciplinary articles are encouraged.

Please send your article until 17th of February 2006 to submit@businesschemistry.org and contact if you want to submit your article later.

For further information please refer to: www.businesschemistry.org



Call for Cases:

Cases on Information Technology Entrepreneurship

A book edited by Dr. Jose A. Medina-Garrido, Dr. Salustiano Martinez-Fierro, and Dr. Jose Ruiz-Navarro (to be published by Idea Group Inc.)

Chapter proposals: By January 31, 2006

Full chapters: By May 31, 2006

The topic of entrepreneurship in combination with IT leads to a multidisciplinary book with a special emphasis on technological entrepreneurship in the IT field. This book will focus on the process of discovering, creating and turning IT-based opportunities into new products and services in existing organizations (corporate entrepreneurship) and new ventures. The way to illustrate this to readers of this book will be through real-life cases of entrepreneurship using IT.

Researchers and practitioners are invited to submit, on or before January 31, 2006, a 2-5 page manuscript proposal clearly explaining the mission and concerns of the proposed chapter.

Further information in: http://www.uca.es/dept/organiza_emp/cfc.htm



TII 2006 Annual Conference

26-28 April 2006, Newcastle

The next year's annual conference will be held from 26 to 28 April in Newcastle-Gateshead (UK) on the theme of Innovation in the 21st Century Foresight, Technology, Globalisation. Our hosts will be Gordon Ollivere, the outgoing President of the Association, and his organization, RTC North. A pre-programme and early-bird registration form will be sent to you in January, but in the meantime you might like to reserve the dates in your diary and note the following preliminary information.

Web: <http://www.tii.org>

E-Mail: tii@tii.org



IAMOT 2006

15th International Conference on Management of Technology

"East Meets West: Challenges and Opportunities in the Era of Globalization"
Official Conference of the International Association for Management of Technology
Organized by Tsinghua University and Zhejiang University
May 22 - 26, 2006
Beijing, P.R. China

The 2006 Conference will focus on managerial, economic, social and cultural aspects in technology management and their influence on innovation and the creation of economic growth and prosperity. Special attention will be given to the comparison of the West and the East countries, regions and companies for successfully managing R&D, innovation, and technology. Papers, presentations and learnings will focus on best practices of each side in technology creation, development and utilization.

More information at: <http://www.iamot.org/IAMOT2006/>



PICMET '06

Portland International Conference on Management of Engineering and Technology

PICMET '06 (Portland International Conference on Management of Engineering and Technology) will be held at the Hyatt Hotel in Istanbul, Turkey from July 9 through July 13, 2006. It is high-impact conference sets the stage and defines the directions of technology management for decades to come.

The world's leading experts from academic institutions, industrial corporations and government agencies will participate in the discussions. The theme of PICMET '06 is "Technology Management for the Global Future".

The role of technological innovation will be emphasized in maintaining competitive advantage in the global environment where low-value jobs will continue to shift geographic locations.

ISPIM member Sirin Elci is a member of the Local Arrangements Committee of the PICMET '06. The announcement and call-for-papers can be found at <http://www.picmet.org>.

The deadline for the abstracts (up to 200 words) is November 1, 2005. The abstracts will be evaluated for their fit in the conference, and the authors of accepted abstracts will be invited to submit their full manuscripts. The full manuscripts will then be subjected to a double-blind review process to make the final accept/reject decisions.



Europa Media Advanced Seminar Series

EC PROJECT MANAGEMENT 2006

9-10 February 2006, Gellért Hotel, Budapest, Hungary

Each year thousands of European project managers and researchers realise the hard way that winning a European project is actually just the beginning. Contracts are lost during negotiations, cost statements are not fully accepted and project reports get rejected due to mistakes that could have been avoided by proper project management. The training will deliver real-life answers to real-life questions.

Lecture Topics - Straightforward, practical presentations

- Contract negotiations
- The Consortium Agreement
- Protecting your Intellectual Property
- Project co-financing
- Project reporting
- Cost Statements
- Audits by the Commission

Workshop Topics - All practical and interactive in small groups

- Negotiations
- Crisis management
- Preparing Cost Statements
- Preparing project reports
- Worst-case scenarios
- Typical mistakes

More information at: <http://www.eucenter.org/index.php?action=trainings>



STRATEGIC INNOVATION MANAGEMENT 2006 **15 -16 March 2006, Barcelona**

This cross-industry event will provide you with case studies and interactive discussions focusing on how to deliver effective innovation through streamlined processes and increased innovation partnerships to ultimately benefit customers and deliver a rapid return on your innovation investments. Benchmark and learn from global corporations such as PROCTER & GAMBLE, GE, DOW EUROPE, SONY ERICSSON, NESTLE, BT, F. HOFFMANN-LA ROCHE, DANONE, NOKIA CORPORATION, FORTIS, BRITISH AMERICAN TOBACCO, ALCATEL, AIRBUS and many more.

Attend this Strategic Innovation Management Forum to learn about:

- Moving towards an Open Innovation model: developing innovation across company borders
- Fostering and embedding Innovation throughout your organisation
- Effectively measuring innovation performance and success
- Putting theory into practice: transforming a creative idea into a profitable product
- Evaluating the trade offs between creativity versus controls
- Driving innovation forward through customer expectations

10% discount on registration fees for ISPIM members

For further information email us at innovation@gbg-europe.com



INSME Second Annual Meeting **24 -26 April 2006, Montevideo, Uruguay**

The INSME Association is pleased to announce this international event entitled "Boosting Innovation by Bridging the Knowledge Gap: a Developer-User Approach". It is being organised in collaboration with CEGETEC - Centre for Technology Management (Chamber of Industries of Uruguay).

The three day event is aimed at stimulating the debate on instruments and programmes to foster innovation processes in SMEs and present examples of successful public-private partnerships in this field. The first day of the meeting is open to INSME Members only and will be dedicated to issues related to the INSME Association. The second day of the event, the 25th of April, is open to both INSME Members and non-Members and has been organised as an international conference and the third day will be dedicated to site visits to the technological and scientific centres surrounding Montevideo.

A registration fee of €200 is foreseen for participants coming from OECD Countries and €100 for those coming from Non-OECD Countries. We are offering a reduced registration fee for those who register before January, 2006.

For more information and registration, please see <http://www.annualmeeting2006.insme.org>