


EBRF 2007 CONFERENCE PROGRAM


Wednesday, September 26, 2007

Agora

09:15 – 09:45 **Registration and coffee**
(main lobby)

Plenary Session Auditorium 1

09:45 – 10:15	<p>Words of Welcome Professor Matti Koiranen, Chair of EBRF 2007, University of Jyväskylä Professor Aino Sallinen, Rector, University of Jyväskylä Minister of Trade and Industry Mauri Pekkarinen, Finnish Government</p>	  
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10:15 – 11:15	<p>Vice President, Head of Executive Advisors Bo Harald, TietoEnator Corporation</p> <p>"Step by Step towards a Real Time Economy"</p>		<p>Executive Director and Adjunct Professor Ikhlaq Sidhu, Center for Entrepreneurship & Technology, University of California, Berkeley, USA</p> <p>"On Educating Our Next Generation of Global Technology Leaders"</p>	
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11:15 – 11:30 **Break**

Parallel Sessions	Session 1	Session 2	Session 3	Session 4
11:30 – 12:30	Room Alfa (1st floor)	Room Beeta (1st floor)	Room Gamma (2nd floor)	Room Delta (2nd floor)
Session chair	Professor Heikki Karjaluoto, <i>University of Jyväskylä, Finland</i>	Professor Jukka Heikkilä, <i>University of Jyväskylä, Finland</i>	Dr. Mari Suoranta, <i>University of Jyväskylä, Finland</i>	Assistant professor Timo Lainema, <i>Turku School of Economics, Finland</i>
	<p>The Impact of Shared Resources on Service Efficiency Discontent Claes Gunnarsson and Conny Johanzon, <i>Örebro University, Sweden</i></p> <p>Customer Matters: A Case Study of Customer-Centered Service Development Petri Mannonen, Mikael Runonen and Marko Nieminen, <i>Helsinki University of Technology, Finland</i></p> <p>Markets in Service Innovation – A Conceptual Framework for Understanding the Role of Markets in Innovation Systems of the Service Sector Mikko Pohjola, <i>Turku School of Economics, Finland</i></p>	<p>Cultural Challenges of Knowledge Management in Project-Based Organization Mian Ajmal, <i>University of Vaasa, Finland</i></p> <p>Knowledge Management in Project-Based Organizations: The Interplay of Time Orientations and Knowledge Interventions Michael Zisuh Ngoasong, <i>University of Nottingham, United Kingdom</i>; Manfredi Filippo, <i>Agenzia per lo Sviluppo S.p.A, Italy</i></p>	<p>Sustaining Leadership - Alice in Innovation Space Soumodip Sarkar, <i>Universidade de Évora, Portugal</i></p> <p>Distinctive Features of R&D Operations Outsourced Offshore Taina Paju, <i>Turku School of Economics, Finland</i></p>	<p>A Business Model for the Management of Infrastructure Networks Simo Keskinen, Teemu Mäenpää and Hannu Saaristo, <i>University of Vaasa, Finland</i></p> <p>Business Model Innovation in a Transforming Commodity Industry: The Case of a Canadian Lumber Remanufacturer Sebastien Caisse and Benoit Montreuil, <i>Université Laval, Canada</i></p> <p>From Small Things (Big Things One Day Come) - The Evolving Strategy Logic of Fazer Music Manu Aunola, <i>University of Tampere, Finland</i></p>

12:30 – 13:30 **Lunch**
(Hotel Alba)

Parallel Sessions	Session 5	Session 6	Session 7
13:30 – 14:30	Room Alfa (1st floor)	Room Delta (2nd floor)	Room Gamma (2nd floor)
Session chair	Professor Soumodip Sarkar, <i>Universidade de Évora, Portugal</i>	Assistant professor Vanitha Ponnusamy, <i>University of Nottingham, Malaysia Campus, Malaysia</i>	Dr. Nina Helander, <i>Tampere University of Technology, Finland</i>
	<p>Information Society Services and the Change of Social Rationality Heikki Mäkinen, <i>YhteiskunnanTieto, Finland</i></p> <p>Region as a Knowledge Cluster: Intellectual Capital Management and Measurement within Clusters and Regions Libor Friedel, <i>NOVATIO Consulting s.r.o. / Tomas Bata University, Czech Republic</i></p> <p>Towards Digital Business Ecosystems, Open Innovation Thinking, and Living Labs in E-Business Policy, in Europe Marko Seppä, <i>University of Jyväskylä, Finland</i></p>	<p>Collaboration in a Networked Business Malla Mattila, Mari Tegelberg and Heidi Pirinen, <i>University of Tampere, Finland</i></p> <p>The Role of Knowledge Sharing and Communication in Alliances between Competitors Paavo Ritala and Miia Kosonen, <i>Lappeenranta University of Technology, Finland</i></p> <p>Strategic Business Network's Effect to SME's Knowledge Management Functions Nina Helander, Marianne Kukko, Pasi Virtanen and Terhi Yliniemi, <i>Tampere University of Technology, Finland</i></p>	<p>Business Strategies of Telecommunications Software Vendors Pasi Tyrväinen, Eetu Luoma and Lauri Frank, <i>University of Jyväskylä, Finland</i></p> <p>Networked Growth of High-Tech Firms Anita Juho, Tuija Mainela, Vesa Puhakka and Sakari Sipola, <i>University of Oulu, Finland</i></p> <p>Modeling Telecommunications Software Horizontalization using Systems Interconnectivity Matrix Oleksiy Mazhelis and Pasi Tyrväinen, <i>University of Jyväskylä, Finland</i></p>
14:30 – 14:50	Coffee break (2nd floor lobby)		
Parallel Sessions	Session 8	Session 9	Session 10
14:50 – 15:50	Room Alfa (1st floor)	Room Delta (2nd floor)	Room Gamma (2nd floor)
Session chair	Associate professor Ulla Ahlfors, <i>University of Jyväskylä, Finland</i>	Professor Satu Lähteenmäki, <i>Turku School of Economics, Finland</i>	Dr. Mari Suoranta, <i>University of Jyväskylä, Finland</i>
	<p>Matching Value Proposition with Customer Value: A Case in High Technology Transfer Henry Kostamovaara and Marko Seppänen, <i>Tampere University of Technology, Finland</i></p> <p>Customizing the Application Service Provider Offering Tuula Mittilä, <i>Turku School of Economics, Finland</i>; Karri Lehtinen, <i>University of Jyväskylä, Finland</i></p> <p>Contextual Bundling: Aiming for Business Growth in High-Tech Markets Gaurav Mittal, <i>Nokia Corporation, Finland</i></p>	<p>Interactions between Absorptive Capacity and Organizational Learning: Role by Acquiring External Knowledge and Innovating Beatriz Forés and César Camisón, <i>Jaume I University, Spain</i></p> <p>Inertia, Irreversibility and Knowledge Conversion in the Dynamics of Technological Change: A Case Study in Military Aeronautics David W. Versailles, <i>Research center of the French Air Force, France</i></p> <p>A Brief Discussion about Theoretical and Methodological Challenges of Studying Organizational Innovation Adoption Process Qualitatively Hannu Makkonen, <i>Turku School of Economics, Finland</i></p>	<p>Marketing Disrupted – How University Spin-Outs Learn Marketing Heidi Rajamäki, <i>University of Kuopio, Finland</i></p> <p>Ba for Knowledge Creation in Sino-Western University-Industry Collaboration Johanna Heikkinen, Jianzhong Hong and Kirsimarja Blomqvist, <i>Lappeenranta University of Technology, Finland</i></p> <p>Defining Enterprise Architecture Risks in Business Environment Eetu Niemi, <i>University of Jyväskylä, Finland</i></p>
15:50 – 16:00	Break		



Parallel Sessions	Session 11	Session 12	Session 13
16:00 – 17:00	Room Alfa (1 st floor)	Room Delta (2 nd floor)	Room Gamma (2 nd floor)
Session chair	Professor Pertti Hurme, <i>University of Jyväskylä, Finland</i>	Professor Carol Tenopir, <i>University of Tennessee, USA</i>	Professor Richard T. Harrison <i>Queen's University Belfast Management School, UK</i>
	<p>Leadership and Management Challenges in Multicultural Virtual Teams: The Cases of Two Service Sector Companies Gerda Mihhailova, <i>University of Tartu, Pärnu College, Estonia</i></p> <p>Embracing the New Leadership Paradigm – Gateway to Building Trust and Commitment in Virtual Multicultural Teams Satu Lähteenmäki, Eeli Saarinen, <i>Turku School of Economics, Finland</i>; Iris Fischlmayr, <i>Johannes Kepler University, Austria</i></p>	<p>Codified Rules of Ethics and Responsibility as Guides for Information and Communication Technology (ICT) Enterprises - Public Discourse Based Approach Mirja Airos, <i>University of Jyväskylä, Finland</i></p> <p>Transforming or Distributing? – Academic Libraries in the Digital Era Ville Tuomi, <i>University of Vaasa, Finland</i>; Jyri Naarmala, <i>Vaasa Telephone Company Ltd., Finland</i></p> <p>Copyright Protection in the Digital Era: A Malaysian Perspective Rosniwati Nasir, Vanitha Ponnysamy and Kaw May Lee, <i>University of Nottingham Malaysia Campus, Malaysia</i></p>	<p>Deal Flow in Early Stage Venture Capital in Finland Ari Tiainen and Markku Maula, <i>Helsinki University of Technology, Finland</i></p> <p>Explaining Sacrificial of Long-Term Investments for Short-Term Earnings: Institutional vs. Individual Investing with Personal Relevance Jaakko Aspara and Johanna Vesterinen, <i>Helsinki School of Economics, Finland</i></p> <p>Venture Capital Performance Determinants and Differences between Europe and Northern America Tom Lindström, <i>The Boston Consulting Group, Finland</i>; Markku Maula, <i>Helsinki University of Technology, Finland</i></p>

19.00 → Conference dinner at Hotel Laajavuori

Thursday, September 27, 2007 Agora			
Parallel Sessions	Session 14	Session 15	Session 16
09:00 – 10:00	Room Alfa (1 st floor)	Room Delta (2 nd floor)	Room Gamma (2 nd floor)
Session chair	Assistant professor Rosniwati Nasir, <i>University of Nottingham, Malaysia Campus, Malaysia</i>	Assistant professor Iris Fischlmayr, <i>Johannes Kepler University, Austria</i>	Dr. Jussi Okkonen, <i>Tampere University of Technology, Finland</i>
	<p>Organizational Model for E-Learning at Universities Jörg Neumann and Tino Schütte, <i>TU Dresden, Germany</i></p> <p>Validation of the Business Simulation as a Holistic Tool for Teaching/Learning in International Business Management Olavi Uusitalo, <i>Tampere University of Technology, Finland</i></p>	<p>Understanding Leadership Behaviour in Finnish Knowledge Economy Nadezhda Gotcheva, <i>Tampere University of Technology, Finland</i></p> <p>Diverse Careers in High Technology Companies: Narrative Study of Women Managers' Career Development Marianne Ekonen, <i>University of Jyväskylä, Finland</i></p>	<p>The Dimensions of Growth in the Finnish Technology Intensive SMEs Matti Muhos, <i>University of Oulu, Finland</i></p> <p>Business Models and Internationalization of Software Firms: A Comparative Case Study Arto Ojala and Jari Ojanen, <i>University of Jyväskylä, Finland</i></p>
10:00 – 10:20	Coffee break (2nd floor lobby)		
Parallel Sessions	Session 17	Session 18	Session 19
10:20 – 11:20	Room Alfa (1 st floor)	Room Delta (2 nd floor)	Room Gamma (2 nd floor)
Session chair	Dr. Maria Antikainen, <i>VTT Technical Research Centre of Finland</i>	Dr. Anne-Mari Järvelin, <i>Professia Ltd., Finland</i>	Professor Marko Seppä, <i>University of Jyväskylä, Finland</i>
	<p>Consumer Resistance and Intention to Use Internet Banking Services Pekka Laukkanen, Suvi Sinkkonen, Tommi Laukkanen, and Marke Kivijärvi, <i>University of Kuopio, Finland</i></p> <p>Consumers' Intention to Engage in Mobile Marketing Communications Heikki Karjaluo, <i>University of Oulu, Finland</i>; Heikki Lehto, <i>Brandson Ltd, Finland</i>; Matti Leppäniemi, <i>University of Oulu, Finland</i>; Shintaro Okazaki, <i>Autonomous University of Madrid, Spain</i></p> <p>How Consumers React To Electronic Services in the Insurance Sector Sanna Nenonen, <i>Tampere University of Technology, Finland</i>; Jarno Salonen, <i>VTT Technical Research Centre of Finland</i>; Aki Ahonen, <i>School of Economics and Business Administration at University of Tampere, Finland</i>; Raija Järvinen, <i>National Consumer Research Centre, Finland</i>; Jouni Kivistö-Rahnasto, <i>Tampere University of Technology, Finland</i></p>	<p>Global Key Account as a Vehicle for Diffusing Subsidiary Initiatives in Multinational Companies Jouni Lyly-Yrjänäinen, Petri Suomala and Olavi Uusitalo, <i>Tampere University of Technology, Finland</i></p> <p>Global Operative Competitiveness by Analytical Models from Competitive Priorities in Knowledge Intensive Production Services Josu Takala, Tanatip Kamdee and Raiko Toshev, <i>University of Vaasa, Finland</i></p> <p>Telecenters as an Instrument for Bridging the Digital Divide in Rural Areas Martina Reitmaier, Jens Schulz and Thomas Köhler, <i>TU Dresden, Germany</i></p>	<p>V2C in Baltic Region – Does Location Matter? Jussi Okkonen, <i>Tampere University of Technology, Finland</i>; Staffan Gullander, <i>Stockholm University, Sweden</i></p> <p>Growth Strategies of Women Led ICT-Companies Päivi Eriksson, <i>University of Kuopio, Finland</i>; Elina Henttonen and Susan Meriläinen, <i>Helsinki School of Economics, Finland</i></p> <p>Strategy Logic of Growth Venturing in Finland Mia Häkkinen, <i>University of Jyväskylä, Finland</i>; Vesa Puhakka, <i>University of Oulu, Finland</i>; Marko Seppä, <i>University of Jyväskylä, Finland</i>; Sakari Sipola, <i>University of Oulu, Finland</i>; Pasi Sorvisto and Mari Suoranta, <i>University of Jyväskylä, Finland</i></p>
11:20 – 11:30	Break		

Parallel Sessions	Session 20	Session 21	Session 22
11:30 – 12:30	Room Alfa (1 st floor)	Room Delta (2 nd floor)	Room Gamma (2 nd floor)
Session chair	Professor Outi Uusitalo, <i>University of Jyväskylä, Finland</i>	Professor Mika Hannula, <i>Tampere University of Technology, Finland</i>	Professor Matti Koiranen, <i>University of Jyväskylä, Finland</i>
	<p>From Portals to Web 2.0 Marketplaces Heli Väättäjä and Marika Lehtonen, <i>Tampere University of Technology, Finland</i></p> <p>Explaining Online Purchase Intentions: Does Online Shopping Experience Have a Moderating Effect? Eelko Huizingh and Thijs Broekhuisen, <i>University of Groningen, Netherlands</i></p> <p>An Exploratory Study on the Level of Trust towards Online Retailers in the United Kingdom and Malaysia Rosniwati Nasir, Vanitha Ponnysamy and Wazni Wazeer, <i>University of Nottingham, Malaysia Campus, Malaysia</i></p>	<p>Entrepreneurial Learning and Marketing Knowledge Processes Kimmo Kulmala, <i>University of Helsinki, Finland</i>; Mari Suoranta, <i>University of Jyväskylä, Finland</i></p> <p>Enhancing Competitiveness of Innovative SME through Knowledge System Using Competitive Intelligence Zdenek Molnar, <i>Czech Technical University Prague, Czech Republic</i>; Petr Bernat, <i>Tovek spol. s r.o., Czech Republic</i></p> <p>Experience-Based Information Seeking, Gathering and Utilizing in a Case of Extensive Problem Solving in Buying Leena Aarikka-Stenroos and Hannu Makkonen, <i>Turku School of Economics, Finland</i></p>	<p>Action Research in Academic Research Commercialization: Case KnoPro Project Outi-Maaria Palo-oja, <i>University of Kuopio, Finland</i></p> <p>Business Opportunities for the Technology Transfer in Finland Samppa Lajunen, <i>OP-Pohjola-group, Finland</i></p>
12:30 – 13:30	Lunch (Hotel Alba)		
Parallel Sessions	Session 23	Session 24	Session 25
13:30 – 14:30	Room Alfa (1 st floor)	Room Delta (2 nd floor)	Room Gamma (2 nd floor)
Session chair	Associate Professor Eelko Huizingh, <i>University of Groningen, Netherlands</i>	Professor Zdenek Molnar, <i>Czech Technical University Prague, Czech Republic</i>	Professor Pasi Tyrväinen, <i>University of Jyväskylä, Finland</i>
	<p>E-Commerce and Innovation in a Club Environment: Improving Member Services in Australian Golf Clubs Greg Parry, <i>Edith Cowan University, Australia</i></p> <p>How to Attract Customers to Innovate in an Online Community Maintained by a Company? Maria Antikainen, <i>VTT Technical research centre of Finland</i>; Mikko Ahonen, <i>University of Tampere, Finland</i></p>	<p>A Model for Integrating Competitive Intelligence into Coopetition Strategy Leila Kossou, <i>The University of the South - Toulon Var, France</i></p> <p>Futures Studies and Roadmapping as a Part of Organization's Strategy Process – Case ITS Finland Markus Pöllänen, <i>Tampere University of Technology, Finland</i></p> <p>A Framework To Support Business-IT Alignment In Enterprise Architecture Decision Making Niina Hämäläinen and Katja Liimatainen, <i>University of Jyväskylä, Finland</i></p>	<p>Bacon and Eggs: Type of Involvement and its Consequences Marko Seppänen and Nina Helander, <i>Tampere University of Technology, Finland</i></p> <p>Empirical Examination of Strategizing in Open Source Software Communities Hanna Lehtimäki, <i>Life Works Consulting Ltd, Finland</i>; Johanna Kujala, <i>University of Tampere, Finland</i></p> <p>Network Perspective on Firm Participation to Technology Forums Heli Sissonen, Paavo Ritala and Jukka Hallikas, <i>Lappeenranta University of Technology, Finland</i></p>
14:30 – 15:00	Coffee break (main lobby)		

**Plenary Session
Auditorium 1**

15:00 – 16:00	 <p>Director, Professor Richard T. Harrison Queen's University Belfast Management School, UK</p> <p>"Knowledge Capital and Innovation Systems: The Challenge for Economic Development"</p>	<p>Professor, Assistant Dean for Student Programs Paul J. Dine, New Jersey Institute of Technology, Newark, New Jersey, USA</p> <p>"IT Consumers and Transcultural Abrasion"</p> 
16:00 – 16:15	<p>Closing Professor Matti Koiranen, Chair of EBRF 2007, University of Jyväskylä</p>	