

ICEB + eBRF 2006 CONFERENCE PROGRAM

Wednesday, November 29, 2006

Tampere Hall

08:30 – 09:00 Registration

**Plenary Session
Small auditorium**

09:00 – 09:30 Words of Welcome
Professor Jarl-Thure Eriksson, Rector, Tampere University of Technology
Professor Eldon Y. Li, Executive Director of the International Consortium for Electronic Business (ICEB), National Chengchi University
Professor Marjatta Maula, Chair of ICEB + eBRF 2006, Tampere University of Technology

09:30 – 10:10



Merging the Interest of Business, University, and Government into Innovation Breakthroughs
Professor, Technology Advisor Yrjö Neuvo, Nokia Corporation

10:10 – 10:40 Coffee Break (ICEB + eBRF Lounge)

10:40 – 12:00



A Complexity Approach to Co-creating an Innovative Environment
Professor Eve Mitleton-Kelly, London School of Economics



Strategic Analysis of Dynamic Industries and Competition: Assessing Organizational Methods and Processes
Professor Craig S. Fleisher, University of Windsor





12:00 – 13:00 Lunch (Restaurant Fuuga)

Parallel Sessions	Track 1, Session 1	Track 1, Session 2	Track 1, Session 3	Track 2, Session 1	Track 3, Session 1
13:00 – 14:30	Rondo	Sonaatti 1	Opus 4	Sonaatti 2	Aaria
Session chair	Dr. Raija Järvinen, <i>National Consumer Research Centre</i>	Professor Eldon Y. Li, <i>National Chengchi University</i>	Professor Russell K. H. Ching, <i>California State University, Sacramento</i>	Professor Craig S. Fleisher, <i>University of Windsor</i>	Dr. Claudio Inguaggiato, <i>CSP - Innovazione nelle ICT</i>
	<p>DEFINING CYBERETHICS Olli Mäkinen, <i>The Tritonia Academic Library, Vaasa</i>; Jyri Naarmala, <i>University of Vaasa</i></p> <p>A STUDY OF THE DEPLOYMENT OF OPEN SOURCE SOFTWARE – FINNISH EXPERIENCES FROM PUBLIC AND PRIVATE SECTOR Mikko Puhakka, <i>Helsinki University of Technology</i>; Marko Seppänen, <i>Tampere University of Technology</i>; Ville Oksanen, <i>Helsinki University of Technology</i></p> <p>TRUST, RISK, PRIVACY AND SECURITY IN E-COMMERCE Kyösti Pennanen, <i>University of Vaasa</i>; Taina Kaapu, <i>University of Tampere</i>; Minna-Kristiina Paakki, <i>Rovaniemen ammattikorkeakoulu</i></p>	<p>THE IMPACT OF TECHNOVATION AND COLLABORATION ON STRATEGIC SERVICE CLASSIFICATION IN THE DIGITAL ECONOMY Renu Agarwal, Willem Selen, <i>Macquarie Graduate School of Management</i></p> <p>AN INTEGRATED SERVICE-ORIENTED DEVELOPMENT PLATFORM FOR REALIZATION OF E-BUSINESS SYSTEMS Xiaohua Lu, Yinsheng Li, <i>Fudan University</i>; Chi-Chun Lo, <i>National Chiao-Tung University</i>; Kuo-Ming Chao, <i>Coventry University</i></p>	<p>UNDERSTANDING E-PROCUREMENT: QUALITATIVE CASE STUDIES Vinit Parida, <i>Luleå University of Technology</i>; Kittipong Sophonthummapharn, <i>Umeå University</i>; Upasana Parida, <i>Luleå University of Technology</i></p> <p>INFLUENCE OF ENTERPRISE SYSTEMS ON BUSINESS PROCESS AGILITY Ravi Seethamraju, <i>The University of Sydney</i></p> <p>RISKS IN ERP PROJECT – CASE STUDY OF IS/ICT MANAGEMENT CAPABILITY MATURITY LEVEL AND RISK ASSESSMENT Mika Ojala, Inka Vilpola, Ilkka Kouri, <i>Tampere University of Technology</i></p>	<p>MEASUREMENT OF TEAM KNOWLEDGE: TRANSACTIVE MEMORY SYSTEM AND TEAM MENTAL MODELS Natalia Kitaygorodskaya, <i>University of Vaasa</i></p> <p>FROM ORDINARY TO VIRTUAL TEAMS: A MODEL FOR MEASURING THE VIRTUALITY OF A TEAMWORK Gerda Mihhailova, <i>Pärnu College of Tartu University</i></p> <p>EFFECT OF KNOWLEDGE ON ORGANIZATIONAL CHANGE Maiju Markova, <i>Tampere University of Technology</i></p>	<p>THE NETWORK CHARACTERISTICS OF OPEN SOURCE SOFTWARE BUSINESS – A MULTI-DISCIPLINARY CASE STUDY Juha Järvensivu, Nina Helander, <i>Tampere University of Technology</i></p> <p>COMPANY PARTICIPATION IN OPEN SOURCE SOFTWARE COMMUNITIES: MEASURING SUSTAINABILITY Niklas Vainio, <i>University of Tampere</i>; Ville Oksanen, <i>Helsinki University of Technology</i>; Tere Vadén, <i>University of Tampere</i></p> <p>ANALYSING MULTI-VOICED STRATEGISING AND FIRM-STAKEHOLDER INTERACTION IN OPEN SOURCE SOFTWARE COMMUNITIES Johanna Kujala, <i>University of Tampere</i>; Nina Helander, <i>Tampere University of Technology</i>; Hanna Lehtimäki, <i>Life Works Consulting Ltd.</i></p>

14:30 – 15:00	Coffee Break (ICEB + eBRF Lounge)				
Parallel Sessions	Track 1, Session 4	Track 1, Session 5	Track 1, Session 6	Track 2, Session 2	Track 3, Session 2
15:00 – 16:30	Rondo	Park Hall	Opus 4	Sopraano	Aaria
Session chair	Dr. Ravi Seethamraju, <i>The University of Sydney</i>	Professor Ada Scupola, <i>Roskilde University</i>	Professor Min-Jen Tsai, <i>National Chiao Tung University</i>	Dr. Johanna Kujala, <i>University of Tampere</i>	Professor Eve Mitleton-Kelly, <i>London School of Economics</i>
	<p>A QUALITATIVE ANALYSIS OF CONSUMERS' PERCEPTIONS OF THE TRUSTWORTHINESS OF E-COMMERCE Kyösti Pennanen, <i>University of Vaasa</i>; Minna-Kristiina Paakki, <i>Rovaniemen ammattikorkeakoulu</i></p> <p>CREATING CONSUMERS' ACCEPTANCE OF ELECTRONIC RISK MANAGER Raija Järvinen, Liisa Peura-Kapanen, <i>National Consumer Research Centre</i></p> <p>E-BANKING INTEGRATED DATA UTILIZATION PLATFORM WINBANK CASE STUDY Vasilis Aggelis, <i>Piraeus Bank SA</i></p>	<p>BARRIERS TO ADOPTION OF ADVANCED E-BUSINESS IN WELSH SMALL AND MEDIUM SIZED ENTERPRISES James Willatts, Anthony Davies, Paul Beynon Davies, <i>Cardiff University</i></p>	<p>TOWARDS SEAMLESS PRODUCT STRUCTURE INFORMATION INTEGRATION Paavo Kotinurmi, <i>Helsinki University of Technology</i>; Ilse Becker, <i>Valmet Automotive Oy</i></p> <p>RE-QUALIFYING DELIVERED DEVICES AND INVENTORY FOR A NEW PRODUCT SPECIFICATIONS, A CASE STUDY Seppo Orsila, Mika Aho, <i>Modulight, Inc.</i></p> <p>THE KEY SUCCESS FACTORS IN DISTRIBUTED PRODUCT DEVELOPMENT – CASE RUSSIA Anna Kyrki, Samuli Kortelainen, <i>Lappeenranta University of Technology</i></p>	<p>METHODS OF DEFINING BUSINESS INFORMATION NEEDS Vilma Vuori, <i>Tampere University of Technology</i></p> <p>COMPARING INNOVATION ADOPTION AND ORGANIZATIONAL BUYING BEHAVIOR APPROACHES IN A CONTEXT OF TECHNOLOGICAL INVESTMENT DECISION-MAKING Hannu S. E. Makkonen, <i>Turku School of Economics</i></p> <p>EMPIRICAL EVALUATION OF ICT ADOPTION IN AUSTRALIAN SMES: SYSTEMIC APPROACH Hazbo Skoko, <i>Charles Sturt University</i>; Leo Buerki, <i>University of Applied Science</i>; Arnela Ceric, <i>Charles Sturt University</i></p>	<p>OWNERSHIP MANAGEMENT IN PRESENCE OF FUELLING BUSINESS GROWTH BY INVESTING KNOWLEDGE AND EXPERIENCE Pekka Kamaja, <i>Concentra Consulting Ky / Tampere University of Technology</i></p> <p>KNOWLEDGE AS A BUSINESS OPPORTUNITY – KNOWLEDGE TRANSFER PRACTICES IN FINNISH AEC INDUSTRY NETWORKS Teemu Surakka, <i>Helsinki University of Technology</i></p> <p>KNOWLEDGE MANAGEMENT CHALLENGES IN RENEWAL OF R&D PROCESSES IN SOFTWARE BUSINESS Nina Helander, Hanna Hovila, Marianne Kukko, Pasi Virtanen, <i>Tampere University of Technology</i></p>

18.00-19.00	City Reception (at Old City Hall, bus transportation from Tampere Hall)
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Thursday, November 30, 2006 Tampere Hall				
08:30 – 09:00	Registration			
Parallel Sessions	Track 1, Session 7	Track 1, Session 8	Track 1, Session 9	Track 2, Session 3
09:00 – 10:30	Rondo	Park Hall	Opus 4	Sopraano
Session chair	Professor Eelko K.R.E. Huizingh, <i>University of Groningen</i>	Mr. Francesco Nachira, <i>European Commission</i>	Dr. Mark Borman, <i>The University of Sydney</i>	Professor Satu Lähteenmäki, <i>Turku School of Economics</i>
	<p>THE EFFECTS OF CRM PRACTICES AND MULTIPLE CHANNELS ON CUSTOMER BEHAVIORAL AND ATTITUDINAL LOYALTY IN FINANCIAL SERVICES Ja-Shen Chen, <i>Yuan-Ze University</i>; Russell K.H. Ching, <i>California State University, Sacramento</i></p> <p>APPLYING ABSORPTIVE CAPACITY CONSTRUCT TO CUSTOMER-RELATED KNOWLEDGE PROCESSING Hanna Salojärvi, Liisa-Maija Sainio, <i>Lappeenranta University of Technology</i></p> <p>THE SUSTAINABLE MANAGEMENT OF THE SERVICE CENTER FOR HIGH TECH INDUSTRY IN ASIA - A CASE STUDY OF MIO-TECH Min-Jen Tsai, <i>National Chiao Tung University</i></p>	<p>THE ROLE OF OPEN KNOWLEDGE IN REGIONAL DEVELOPMENT – CASE STUDY Claudio Inguaggiato, Susanna Longo, Michela Garbarini, <i>CSP – Innovazione nelle ICT</i></p> <p>ELECTRONIC GOVERNMENT AND PUBLIC SERVICE MODERNISATION: EXPERIENCE FROM THE FRONTLINE Tony Kieran, <i>Donegal County Council</i>; Joe McDonagh, <i>Trinity College Dublin</i></p> <p>THE ROLE OF COMPLEXITY IN PREPARING FOR MUNICIPAL DECISION-MAKING Harri Jalonen, <i>Turun ammattikorkeakoulu</i></p>	<p>A HOLISTIC METHOD FOR FINDING OUT CRITICAL FEATURES OF INDUSTRY MAINTENANCE SERVICES Juha-Matti Ranta, Josu Takala, <i>University of Vaasa</i></p> <p>INTRODUCING A STRATEGIC INFORMATION SYSTEMS PLANNING METAMETHOD FOR COOPERATIVE INTERORGANIZATION RELATIONSHIPS Marko Mäkipää, <i>University of Tampere</i></p> <p>A FRAMEWORK FOR UTILIZING GROUP SUPPORT SYSTEMS IN SCENARIO PROCESS Kalle Piirainen, Samuli Kortelainen, Kalle Elfvengren, Markku Tuominen, <i>Lappeenranta University of Technology</i></p>	<p>PRODUCT ORIENTED THINKING AND EXPERT KNOWLEDGE IN CONSULTING SERVICES Jyri Naarmala, Ville Tuomi, <i>University of Vaasa</i></p> <p>UNDERSTANDING E-COMPETENCES IN ADOPTION AND ASSIMILATION OF E-SERVICES Ada Scupola, <i>Roskilde University</i></p> <p>COMMUNITY OF PRACTICE AND ORGANIZATIONAL DESIGN Thierry Isckia, Thierno Tounkara, <i>National Institute of Telecommunications</i></p>
10:30 – 11:00	Coffee Break (ICEB + eBRF Lounge)			

Parallel Sessions	Track 1, Session 10	Track 1, Session 11	Track 1, Session 12	Track 2, Session 4	Track 3, Session 3
11:00 – 12:30 Session chair	Rondo Professor Kristina Heinonen, <i>Hanken - Swedish School of Economics and Business Administration</i>	Park Hall Professor Min-Jen Tsai, <i>National Chiao Tung University</i>	Opus 4 Dr. Mark Borman, <i>The University of Sydney</i>	Sopraano Professor Eve Mitleton-Kelly, <i>London School of Economics</i>	Aaria Dr. Marko Seppä, <i>Tampere University of Technology</i>
	MOBILE BROADCAST BUSINESS DYNAMICS Eino Kivisaari, <i>Helsinki University of Technology</i> EXPLORING THE POSSIBILITIES FOR MOBILE INSURANCE SERVICES Jarno Salonen, <i>VTT Technical Research Centre of Finland</i> ; Aki Ahonen, <i>University of Tampere</i> ; Harri Koskinen, <i>VTT Technical Research Centre of Finland</i> MATURITY OF ELECTRONIC COMMERCE: A REVIEW OF THE PRINCIPAL MODELS Lassaad Ghachem, <i>University of Neuchâtel</i>	A MODEL FOR CONTROLLING THE PATIENT CARE PROCESS - THE CHALLENGES AND OPPORTUNITIES OF ELECTRONIZATION Katja Klemola, Tanja Kaarna, <i>Lappeenranta University of Technology</i> ; Ritva Kauppinen, <i>South Karelia Hospital District</i> ; Timo Kärri, <i>Lappeenranta University of Technology</i> THREE PHASES RFID ADOPTION: A ROAD MAP TO SUCCESS Waiman Cheung, Sung-Chi Chu, Timon C. Du, <i>The Chinese University of Hong Kong</i> A STUDY OF THE UPTAKE OF INFORMATION SECURITY POLICIES BY SMALL AND MEDIUM SIZED BUSINESSES IN WALES Anthony Burns, Anthony Davies, Paul Beynon Davies, <i>Cardiff University</i>	MULTI-BEHAVIOR AGENT MODEL FOR SUPPLY CHAIN MANAGEMENT Pascal Forget, Sophie D'Amours, Jean-Marc Frayret, <i>Laval University</i> DO ENTERPRISE SYSTEMS ENABLE SUPPLY CHAIN INTEGRATION? Ravi Seethamraju, <i>The University of Sydney</i>	HEALTH ECOSYSTEM AS AN INTERPRETATION FRAMEWORK FOR KNOWLEDGE FLOWS Harri Laihonon, <i>Tampere University of Technology</i> ACQUIRING SKILLS FOR VIRTUAL MULTICULTURAL TEAMS THROUGH A BUSINESS GAME Iris Fischlmayr, <i>Johannes Kepler University</i> ; Satu Lähteenmäki, <i>Turku School of Economics</i>	INVESTING IN NEW TECHNOLOGY - A CASE STUDY OF A FOOD PROCESSING COMPANY Hannu S. E. Makkonen, <i>Turku School of Economics</i> V2C-APPARATUS – A SHARED CONTEXT FOR PROFESSIONALS Jussi Okkonen, <i>Tampere University of Technology</i> BEYOND V2C: ENTREPRENEUR'S RISKS AND RETURNS IN THE ERA OF NETWORKED AND GLOBAL BUSINESS Jukka Ala-Mutka, <i>Helsinki School of Economics</i> ; Hamid Etemad, <i>McGill University</i>
12:30 – 13:30	Lunch (Restaurant Fuuga)				
Plenary Session Rondo					
13:30 – 14:30	 The European Innovation Ecosystems Initiative for SMEs and Territorial Development Head of Sector Francesco Nachira, European Commission		 ICT and Productivity, Challenges and Opportunities Governor Erkki Liikanen, Bank of Finland		
14:30 – 15:00	Coffee Break (outside hall Rondo)				
15:00 – 16:00	 Venture-to-Capital Story: Case "Habbo Hotel" Chief Operating Officer Dr. Juha Hynynen, Sulake Corporation Oy		 CANCELLED Boosting Growth by Open Source and Dynamic Externality Professor Erko Autio, Imperial College		
19.00 ->	Conference Dinner (at Finlayson Palace, bus transportation from Tampere Hall)				

Friday, December 1, 2006 Tampere Hall			
08:30 – 09:00	Registration		
Parallel Sessions	Track 1, Session 13	Track 2, Session 5	Track 3, Session 4
09:00 – 10:30	Rondo	Sopraano	Aaria
Session chair	Professor Tarja Tiainen, <i>University of Tampere</i>	Professor Aino Pöyhönen, <i>Lappeenranta University of Technology</i>	Professor Willem Selen, <i>Macquarie Graduate School of Management</i>
	<p>THE ROLE OF CUSTOMER PARTICIPATION IN CREATING E-SERVICE VALUE Kristina Heinonen, <i>Hanken - Swedish School of Economics and Business Administration</i></p> <p>BUILDING A CUSTOMER VALUE MODEL IN MOBILE COMMUNICATION BUSINESS Mikko Pynnönen, Jukka Hallikas, <i>Lappeenranta University of Technology</i></p> <p>AN ANALYSIS OF M-COMMERCE SERVICES IN DIGITAL CONTENT MARKETS: SIX SOCIETAL ENVIRONMENTS EFFECTING M-COMMERCE Merja Taipaleenmäki, <i>University of Tampere</i></p>	<p>SUBCONTRACTING PRODUCT DEVELOPMENT – CREATING COMPETITIVENESS THROUGH NETWORKING Anna Kyrki, <i>Lappeenranta University of Technology</i></p> <p>CHALLENGES OF MANAGING A NETWORK BUSINESS Hanna Lehtimäki, <i>Life Works Consulting Ltd</i>; Malla Mattila, Heidi Pirinen, Mari Tegelberg, <i>University of Tampere</i></p> <p>VIEWS AND PRACTICES ON INTER-ORGANIZATIONAL LEARNING IN INNOVATION NETWORKS Hannele Lampela, Hannu Kärkkäinen, <i>Lappeenranta University of Technology</i></p>	<p>ANALYZING THE INTERNET-BASED CHANGES IN THE FINNISH RESIDENTIAL REAL ESTATE MARKET. CASE: IGGLO. Anne Sunikka, Johanna Bragge, <i>Helsinki School of Economics</i></p> <p>COMPETITION WITHIN THE FINNISH GAMES INDUSTRY Mirva Peltoniemi, <i>Tampere University of Technology</i></p> <p>THE EFFECT OF THE INTERNET ON THE MAGAZINE PUBLISHING INDUSTRY Hanna-Kaisa Ellonen, <i>Lappeenranta University of Technology</i></p>
10:30 – 11:00	Coffee Break (ICEB + eBRF Lounge)		

Parallel Sessions	Track 1, Session 14	Track 1, Session 15	Track 2, Session 6	Track 3, Session 5
11:00 – 12:30	Rondo	Opus 4	Sopraano	Aaria
Session chair	Dr. Raija Järvinen, <i>National Consumer Research Centre</i>	Professor Waiman Cheung, <i>The Chinese University of Hong Kong</i>	Dr. Hanna Lehtimäki, <i>Life Works Consulting Ltd.</i>	Dr. Marko Seppä, <i>Tampere University of Technology</i>
	<p>THE SELECTED IMPLICATIONS ON EFFECTS TO TRADITIONAL BUSINESS SECTORS OF INCREASING MARKETING IN WWW – TENTATIVE FINDINGS Lea Ahoniemi, Maria-Riitta Ahoniemi, <i>University of Tampere</i></p> <p>INVESTIGATING THE EFFECT OF CONSUMER TRAITS ON THE RELATIVE IMPORTANCE OF TAM CONSTRUCTS IN AN E-COMMERCE CONTEXT Thijs L.J. Broekhuizen, Eelko K.R.E. Huizingh, <i>University of Groningen</i></p> <p>PERCEIVED ATTRACTION OF ONLINE COMMUNITIES AMONG ELDERLY PEOPLE Tuula Mittilä, <i>Turku School of Economics</i>; Maria Antikainen, <i>Tampere University of Technology</i></p>	<p>SOFTWARE OUTSOURCING PARTNERSHIP PROCESS – A LIFE CYCLE? Marianne Kinnula, Veikko Seppänen, Juhani Warsta, Sari Vilminko, <i>University of Oulu</i></p> <p>THE PROVISION OF INTER-ORGANISATIONAL INFRASTRUCTURE AS AN APPROPRIATE ROLE FOR COSOURCING Mark Borman, <i>The University of Sydney</i></p> <p>ENHANCING STUDENT LEARNING OF ENTERPRISE INTEGRATION BY DEPLOYING SAP R/3 INTO CURRICULUM Ravi Seethamraju, <i>The University of Sydney</i></p>	<p>LITERATURE REVIEW: THE PARADOX OF SOCIAL NETWORK TIES IN CREATING KNOWLEDGE Aytül Ayşe Cengiz, <i>Anadolu University</i></p> <p>KNOWLEDGE SHARING AND BUILDING IN SUCCESSION OF A FIRM Maarit Virta, Aino Pöyhönen, <i>Lappeenranta University of Technology</i></p> <p>THE IMPACT OF INDIVIDUAL EMPLOYEE DIFFERENCES ON INFORMATION SEEKING IN TODAY'S INFORMATION RICH WORK ENVIRONMENT Anne M. Fiedler, Barry University; Patricia B. Lash, Chapman University; Roman M. Wong, Barry University; Tarja Tiainen, University of Tampere</p>	<p>MAPPING CLIENT EXPECTATIONS FOR BETTER BUSINESS DESIGN INNOVATION Benoit Montreuil, Sébastien Caisse, <i>Laval University</i></p> <p>A MULTIDISCIPLINARY FRAMEWORK FOR CONCEPT EVOLUTION: A RESEARCH TOOL FOR DEVELOPING BUSINESS MODELS Jukka Aaltonen, Jukka Rinne, Ilkka Tuikkala, <i>University of Lapland</i></p> <p>BUSINESS MODELS FOR COLLABORATIVE PLANNING IN TRANSPORTATION: AN APPLICATION TO WOOD PRODUCTS Jean-Francois Audy, Sophie D'Amours <i>Laval University</i>; Mikael Rönnqvist, <i>Norwegian School of Economics and Business Administration</i></p>
12:30 – 13:30	Lunch (Restaurant Fuuga)			
Plenary Session				
Rondo				
13:30 – 14:30	 <p>A Fit-gap Analysis of e-Business Curricula and Job Market between Taiwan and the U.S. Professor Eldon Y. Li, National Chengchi University</p>	 <p>Information Needs of a Born Global CEO Ismo Rautiainen, Colochrome Ltd.</p>		
14:30 – 15:00	Coffee Break (outside hall Rondo)			
15:00 – 15:30	 <p>The Action Approach to Organization in the Digital Economy Academic director Dr. Rodrigo Magalhães, Kuwait Maastricht Business School</p>			
15:30 – 16:00	<p>Conclusions and Closing Professor Eldon Y. Li, Executive Director of the International Consortium for Electronic Business (ICEB), National Chengchi University Professor Marjatta Maula, Chair of ICEB + eBRF 2006, Tampere University of Technology Best Paper Award – FeBR 2005 Dr. Marko Seppä, Director, EBRC, Tampere University of Technology & University of Tampere ICEB 2007 and eBRF 2007 Conference representatives</p>			