

eBRF 2005 – CONFERENCE PROGRAM

Monday, September 26, 2005

Tampere Hall

18:00 – 20:00

Reception and Registration

Tuesday, September 27, 2005

Tampere Hall

08:30 – 09:00

Registration

Plenary Session
Small Auditorium

09:00 – 11:00

Words of Welcome

Professor Arja Ropo, Vice-Rector, University of Tampere
Professor Markku Pirjetä, Dean, Tampere University of Technology

Collaborative Climate and Effectiveness of Knowledge Work

Professor Karl-Erik Sveiby, Sveiby Knowledge Associates, Swedish School of Economics and Business Administration

**Growth and Job Creation in Knowledge Society;
EU Policy and Research Perspectives**

Mr. Bror Salmelin, Head of Unit, DG Information Society, European Commission

**Successful Electronization of Business –
only through Cooperation, Partnerships and Standardization**

Mr. Erkki Poutiainen, Head of E-Business, Nordea Bank Finland Plc



"Research Forum to
Understand Business
in Knowledge Society"

11:00 – 11:30

Coffee Break – eBRF Lounge, 1st floor

Parallel Sessions

Track 1, Session 1

Track 2, Session 1

Track 2, Session 2

Track 3, Session 1

11:30 – 13:00

Hall A1

Room 200

VIP room

Hall A2

Session Chair
Professor Roman M. Wong, Barry University

CONSUMER'S TRUST FORMATION PROCESS
IN E-COMMERCE: DEVELOPMENT OF A
THEORETICAL FRAMEWORK
Kyösti Pennanen, *University of Vaasa*

THE INFLUENCE OF TRUST IN COMMITMENT
AND FUTURE USE OF INTERNET AND
MOBILE SERVICES
Minna-Kristiina Paakki, *University of
Tampere*;
Minna Pura, *CODE, University of Auckland*;
Taina Kaapu, *University of Tampere*

THE END OF ATTRACTION: WHY PEOPLE
STOP VISITING ONLINE COMMUNITIES?
Tuula Mittilä, Maria Mäntymäki, *University of
Tampere*

Session Chair
Professor Karl-Erik Sveiby, Swedish School
of Economics and Business Administration

HOW DO INVESTMENTS IN INTELLECTUAL
CAPITAL CREATE PROFITS?
Paula Kujansivu, Antti Lönnqvist, *Tampere
University of Technology*

INTELLECTUAL CAPITAL INDEX -
RELATIONSHIPS BETWEEN INTELLECTUAL
CAPITAL AND VALUE CREATION CAPABILITY
WITHIN ITALIAN REGIONS
Antonio Lerro, Daniela Carlucci, *University of
Basilicata*;
Giovanni Schiuma, *Center for Business
Performance, Cranfield School of
Management*

NEW APPROACH TO INNOVATIVE MILIEUS:
HOW TO CREATE COMPETENCE BY CO-
DISCOVERING TACIT KNOWLEDGE
Tatiana Glotova, Iikka Kakko, *Joensuu
Science Park*;
Esko Marjomaa, *University of Joensuu*

Session Chair
Director, Dr. Auli Keskinen, The Finnish
Ministry of the Environment

VIEWING KNOWLEDGE INTENSIVE
BUSINESS SERVICE OFFERINGS AS
SYSTEMS
Saara A. Brax, *Helsinki University of
Technology, BIT Research Centre*

KNOWLEDGE FLOWS IN SELF-
ORGANIZING COMPLEX SYSTEMS -
RELEVANCE TO KNOWLEDGE INTENSIVE
SERVICE ORGANIZATIONS
Harri Laihonen, *Tampere University of
Technology*

RATIONAL AND CREATIVE RELATION FOR
STRATEGY FORMATION IN KNOWLEDGE
INTENSIVE ORGANIZATIONS
Asta Savaneviciene, Linas Gudonavicius,
*Kaunas University of Technology, Faculty
of Economics and Management*

Session Chair
Senior Researcher, Dr. Nina Helander,
Tampere University of Technology

IS E-BUSINESS SUSTAINABLE? – A
CONCEPTUAL FRAMEWORK TO CONSIDER THE
QUESTION AND RESULTS OF FIVE EMPIRICAL
STUDIES
Peter James, *SustainIT*

EXAMINING STRATEGY DOCUMENTS IN THE
INTERNET: HOW COMPANIES EXPRESS MULTI-
VOICEDNESS AND STAKEHOLDER INCLUSION?
Hanna Lehtimäki, *Life Works Consulting Ltd.*;
Johanna Kujala, *Tampere University of
Technology*;
Kathleen Rehbein, *Marquette University*

IN SEARCH OF COLLABORATION WITHIN
VIRTUAL ORGANISATION'S SOCIAL
NETWORKS
Marja Eriksson, Malla Tuominen, *University of
Tampere*

13:00 – 14:00

Lunch – Restaurant Fuuga, 2nd floor

Parallel Sessions	Track 1, Session 2	Track 2, Session 3	Track 2, Session 4	Track 3, Session 2
14:00 – 15:30	Hall A1 Session Chair Senior Lecturer, Dr. Clive Reynoldson, Edith Cowan University USAGE OF INTER-ORGANIZATIONAL INTERNET COMMUNICATION IN CHINA Vincent S. C. Fok, <i>City University of Hong Kong</i> THOUGHTS ON HOW JAPANESE AND CANADIAN SME'S USE TECHNOLOGY FOR EXPORT-IMPORT PURPOSES Conor Vibert, <i>Fred C. Manning School of Business, Acadia University</i> ; Dermot Vibert, <i>Independent researcher</i> ICT AND E-BUSINESS ADOPTION OF SME'S IN THE ROVANIEMI REGION Mika Saloheimo, <i>University of Lapland</i>	Room 200 Session Chair Professor Marjatta Maula, Tampere University of Technology CONDITIONS INFLUENCING KNOWLEDGE CREATION IN R&D NETWORKS Johanna Still, <i>University of Oulu</i> FROM LEARNING TO PRACTICE. NEW STRATEGIES FOR KNOWLEDGE MANAGEMENT IN THE DIGITAL ECONOMY Thomas Köhler, <i>University of Potsdam</i> DISTANCE EDUCATION DEVELOPING KNOWLEDGE SOCIETY Ramune Ciarniene, Vilmante Kumpikaite, <i>Kaunas University of Technology</i>	VIP room Session Chair Professor Giovanni Schiuma, University of Basilicata, Cranfield School of Management KNOWLEDGE-INTENSIVE BUSINESS SERVICE DESIGN IN MULTI-STAKEHOLDER NETWORKS Riku Rikkola, <i>University of Vaasa</i> ; Janne Ahonen, <i>Tampere University of Technology</i> ; Päivi Mikkonen, <i>VTT</i> ; Josu Takala, <i>University of Vaasa</i> ; Mika Hannula, <i>Tampere University of Technology</i> ; Minna Räikkönen, <i>VTT</i> KNOWLEDGE MANAGEMENT MODELS OF SMES' NEW PRODUCT DEVELOPMENT PROCESSES AND THE ROLE OF PATENT INFORMATION Hanna Timonen, <i>Helsinki University of Technology (HUT)</i> , <i>BIT Research Centre</i> ; Eila Järvenpää, <i>HUT, Laboratory of Work Psychology and Leadership</i> ; Jukka Tuomi, <i>HUT, BIT Research Centre</i> ; Mika Waris, <i>National Board of Patents and Registration of Finland</i> POSTMODERN KNOWLEDGE CREATION APPROACH IN SOFTWARE COMPANIES Majid Aramand, <i>Tampere University of Technology</i>	Hall A2 Session Chair Professor Markku Maula, Helsinki University of Technology COMPLEMENTARITIES BETWEEN V2C AND VC IN FINLAND: EVIDENCE FROM VENTURE CAPITALISTS Hannu Jungman, <i>Tampere University of Technology</i> ; Richard Harrison, <i>University of Edinburgh</i> ; Marko Seppä, <i>Tampere University of Technology</i> PERFORMANCE OF THE GOVERNMENT VENTURE-TO-CAPITAL ACTIVITY IN FINLAND Katja Karhia, Satu Koivula, Petri Mäki-Fränti, <i>University of Tampere</i> NEW CHALLENGES OF SPECIALISED DEVELOPMENT ORGANISATIONS: BUSINESS AND CLUSTER DEVELOPMENT SERVICES IN THE FOCAL POINT Jari Kolehmainen, <i>Sente, University of Tampere</i>
15:30 – 16:00	Coffee Break – eBRF Lounge, 1st floor			
Parallel Sessions	Track 1, Session 3	Track 2, Session 5	Track 2, Session 6	Track 3, Session 3
16:00 – 17:30	Hall A1 Session Chair Professor Mikko Ruohonen, University of Tampere THE UNITY OF CONSUMERS' AND E-VENDORS' VIEWS ON E-COMMERCE Tero Saarenpää, Minna-Kristiina Paakki, <i>University of Tampere, Department of Computer Sciences</i> ELECTRONIC INSURANCE SERVICE CONCEPT FOR CONSUMERS – MANAGERS' FUTURE VISIONS Aki Ahonen, Raija Järvinen, <i>University of Tampere</i> EXPLORING THE EFFECTS ON PROFITABILITY OF MULTI-CHANNEL USE IN THE SERVICE DELIVERY OF FINANCIAL SERVICES Daniel Österlund, <i>Stockholm University</i>	Room 200 Session Chair Director, Dr. Anne-Mari Järvelin, Professia Ltd. INTERORGANIZATIONAL LEARNING IN GOVERNMENT SERVICES Derk Jan Kiewiet, Marjolein Achterkamp, <i>Faculty of Management and Organization, University of Groningen</i> LEARNING IN THE CONTEXT OF ENTREPRENEURIAL MARKETING – A CASE STUDY IN MICRO-LEVEL ICT FIRMS Kimmo Kulmala, Mari Suoranta, <i>University of Jyväskylä</i> MANAGING KNOWLEDGE IN BUSINESS NETWORKS Nina Helander, Marianne Kukko, Pasi Virtanen, Terhi Yliiniemi, <i>Tampere University of Technology</i>	VIP room Session Chair Professor Josu Takala, University of Vaasa HOW TO ENHANCE DIFFUSION OF INDUSTRIAL SERVICE INNOVATIONS IN THE NETWORK OF AN OEM? Teemu Laine, Jari Paranko, Mikko Varila, Petri Suomala, <i>Tampere University of Technology, Cost Management Center</i> FRAMEWORK FOR COST-BENEFIT-SHARING IN LOGISTICS NETWORKS Iwo Riha, <i>Fraunhofer IML</i> ; Kristina Dirthammer, <i>University of Dortmund</i> ENTERPRISE RESOURCE PLANNING SYSTEMS OF FIRST TIER SUPPLIERS IN A NETWORKED DEMAND CHAIN Jarno Hovi, Vesa Salminen, <i>Lappeenranta University of Technology</i>	Hall A2 Session Chair Senior Partner, Dr. Hanna Lehtimäki, Life Works Consulting Oy EVOLUTION OF INTERMEDIATING ACTIVITY BETWEEN BUSINESS, UNIVERSITY AND GOVERNMENT Johanna Tommila, <i>Tampere University of Technology</i> ESTABLISHING INTERNATIONAL COOPERATION – SEARCHING PARTNERS THROUGH GOVERNMENTAL TECHNOLOGY AGENCIES Päivi Jokela, <i>Turku School of Economics and Business Administration</i> ELECTRONIC GOVERNMENT AND PUBLIC SERVICE MODERNISATION: CONNECTED THINKING AND DISJOINTED ACTION? Tony Kieran, <i>Donegal City Council</i> ; Joe McDonagh, <i>Trinity College Dublin</i>
19:00 – 23:00	Conference Dinner			

Wednesday, September 28, 2005					
Tampere Hall					
Parallel Sessions	Track 1, Session 4	Track 1, Session 5	Track 2, Session 7	Track 2, Session 8	Track 3, Session 4
08:30 – 10:00	Hall B	Hall A1	Room 200	VIP room	Hall A2
	<p>Session Chair Professor Tarja Tiainen, University of Tampere</p> <p>FROM TRADITIONAL RETAILING TO E-TAILING: THE DEATH AND REBIRTH OF THE HYPERMARKET FORMAT? Gilles Pache, <i>EFRI-ISEM, Universite Montpellier 1</i>; Bruno Durand, <i>Institut Supérieur de la Logistique et du Transport</i></p> <p>EFFECTS OF DISCOUNTS, EXPIRATION DATE ON USER'S PREPAYING AND RENEWING INTENTIONS- AN EXPERIMENTAL SURVEY IN DIGITAL CONTENT BUSINESS Dungchun Tsai, I-Chen Lin, <i>Dept. of Transportation and Communication Management National Cheng Kung University</i></p> <p>E-ACCOUNTING SYSTEMS USE IN FINNISH ACCOUNTING AGENCIES Mika Ylinen, Benita Gullkvist, <i>Vaasa Polytechnic</i></p>	<p>Session Chair Professor Benoit Montreuil, Laval University</p> <p>ECONOMIC AND SOCIAL IMPLICATIONS OF BUSINESS-PROCESS AUTOMATION STRATEGIES Geoffrey Sampson, <i>Sussex University</i></p> <p>3RD PARTY ENABLED BUSINESS PROCESS INTEGRATION - BENEFITS AND RISKS OF EMERGING APPROACHES Jorma Papinniemi, Jukka Hallikas, Hannu Kärkkäinen, Antti Kari, <i>Lappeenranta University of Technology</i></p> <p>IMPROVING ERP REQUIREMENT SPECIFICATION PROCESS OF SMES WITH A CUSTOMER CENTERED ANALYSIS METHODOLOGY Inka Vilpola, Iikka Kouri, <i>Tampere University of Technology</i></p>	<p>Session Chair Professor Conor Vibert, Acadia University</p> <p>INNOVATIONROOM – A SERVICE FOR SMES TO COPE WITH VIRTUAL INNOVATION TEAMS Marko Torkkeli, <i>Lappeenranta University of Technology</i>; Pasi Miettinen, <i>Kouvola Region Federation of Municipalities</i></p> <p>BUILDING AN INNOVATION SYSTEM THAT FACILITATES LEARNING AND PROBLEM SOLVING PROCESSES TO SUPPORT CREATIVITY Mikko Ahonen, <i>University of Tampere</i></p> <p>MODELLING AND MEASURING LEARNING CAPABILITIES: THE CASE OF ARCHITECTURAL AND ENGINEERING MEDIUM-SIZED ENTERPRISES Jan Waalkens, <i>Faculty of Management and Organization, University of Groningen</i></p>	<p>Session Chair Director, Dr. Jerry P. Miller, Simmons College</p> <p>TRANSLATING KNOWLEDGE RESOURCES INTO PERFORMANCE BREAKTHROUGH: THE CASE STUDY OF DUCATI'S TURNAROUND Antonio Lerro, Giovanni Schiuma, <i>University of Basilicata</i></p> <p>THE IDENTIFYING OF INFORMATION NEEDS IN SEASONAL MANAGEMENT Wilma Vuori, Virpi Pirttimäki, Mika Hannula, <i>Tampere University of Technology</i></p> <p>GATHERING INFORMATION IN THE DIGITAL AGE USING THE SEMANTIC WEB Philip Nitse, Kevin Parker, <i>Idaho State University</i></p>	<p>Session Chair Professor Juha Näsi, Tampere University of Technology</p> <p>STRATEGIC THINKING IN NEW PUBLIC MANAGEMENT Ramune Ciarniene, Milita Vienazindiene, Algimantas Sakalas, <i>Kaunas University of Technology</i></p> <p>ACTIVITY-BASED COSTING PROCESS IN A DAY-SURGERY UNIT – FROM COST ACCOUNTING TO COMPREHENSIVE MANAGEMENT Katja Antikainen, <i>Lappeenranta University of Technology</i></p> <p>MANAGING THE R&D PROJECT PORTFOLIO – SURVEY OF THE 50 LARGEST R&D COMPANIES IN FINLAND Lasse Niivuori, Mikael Nylund, <i>Tampere University of Technology</i></p>
10:00 – 10:30	Coffee Break – eBRF Lounge, 1st floor				
Parallel Sessions	Track 1, Session 6	Track 1, Session 7	Track 2, Session 9	VIP room	Track 3, Session 5
10:30 – 12:00	Hall B	Hall A1	Room 200	VIP room	Hall A2
	<p>Session Chair Professor Pekka Tuominen, University of Tampere</p> <p>MOBILE ADVERTISING OR MOBILE MARKETING - A NEED FOR A NEW CONCEPT? Jaana Tähtinen, <i>University of Oulu</i></p> <p>CUSTOMER REFERENCES AS A MARKETING PRACTICE IN COMPANY WEB SITES – A CONTENT AND DISCOURSE ANALYSIS Anne Jalkala, Risto T. Salminen, <i>Lappeenranta University of Technology</i></p> <p>DEMOCRACY IN WEB SITE DEVELOPMENT AND MAINTENANCE Roman M. Wong, Anne Fiedler, <i>Barry University</i>; Tarja Tiainen, <i>University of Tampere, Department of Computer Sciences</i></p>	<p>Session Chair Professor Tore Strandvik, Swedish School of Economics and Business Administration</p> <p>CUSTOMER GOVERNANCE - IC BASED CONCEPTS FOR A SUCCESSFUL CUSTOMER INTEGRATION Christoph Lattemann, <i>University of Potsdam</i>; Susanne Robra-Bissantz, <i>University of Nürnberg-Erlangen</i></p> <p>MASS CUSTOMIZATION OF SERVICES: BENEFITS AND CHALLENGES OF CONFIGURABLE SERVICES Mikko Heiskala, Kaija-Stiina Paloheimo, <i>Helsinki University of Technology, BIT Research Centre</i>; Juha Tiihonen, <i>Helsinki University of Technology, Software and Business Engineering Institute</i></p> <p>EXTENDED MASS CUSTOMIZATION – CREATING ADAPTIVE PRODUCTS WITH EMBEDDED ICT Marko Mäkipää, <i>University of Tampere</i>; Jaakko Riihimaa, <i>Seinäjoki Polytechnic</i>; Mikko Ruohonen, <i>University of Tampere</i></p>	<p>Session Chair Professor Eila Järvenpää, Helsinki University of Technology</p> <p>BOUNDARIES BETWEEN KNOWLEDGE DOMAINS OF PROFESSIONAL GROUPS IN KNOWLEDGE INTENSIVE ORGANIZATIONS: A COMMUNICATION PERSPECTIVE Matti Koivuaho, <i>Tampere University of Technology</i></p> <p>THE COMMUNICATION COMPETENCE OF LEADERS IN A KNOWLEDGE-BASED ORGANIZATION Maijastiina Rouhiainen, <i>University of Jyväskylä</i></p> <p>DEVELOPING VIRTUAL COMMUNITIES IN LITHUANIA Rimantas Gatautis, <i>Kaunas University of Technology</i></p>	<p>INVITED CASE PRESENTATION LINKING STRATEGY RESEARCH AND STRATEGY PROCESS - Case: Story Strategising™ in Metso Automation Hanna Lehtimäki, <i>Life Works Consulting Ltd</i>; Pekka Putkinen, <i>Ideatoimisto Oy</i></p>	<p>Session Chair Director, Dr. Marko Seppä, Tampere University of Technology</p> <p>CONCEPTUALIZING BUSINESSES IN THE NEW ECONOMY Sébastien Caisse, Benoit Montreuil, <i>CENTOR, Université Laval</i></p> <p>CONTEXTUAL BUNDLING: A NEW ANGLE WHEN STRATEGIZING FOR HIGHER MARKET PENETRATION Gaurav Mittal, <i>Nokia Corporation</i></p> <p>IMPROVEMENT OF THE COMPETITIVENESS OF ENTERPRISES OWING TO DYNAMIC INTRODUCTION OF ORGANISATIONAL CHANGES. FRIENDLY PRACTICE MODEL. Katarzyna Grzybowska, Agnieszka Ponikierska, <i>Poznan University of Technology</i></p>
12:00 – 13:00	Lunch – Restaurant Fuuga, 2nd floor				

Parallel Sessions	Track 1, Session 8	Track 1, Session 9	Track 2, Session 10	Track 3, Session 6
13:00 – 14:30	Hall B Session Chair Professor Thomas Köhler, University of Potsdam INVITED RESEARCH PRESENTATION TECHNOLOGY ENABLED BUSINESS EDUCATION – BREAKING DOWN THE BOUNDARIES BETWEEN THE ACADEMY AND BUSINESS Clive Reynoldson, <i>Edith Cowan University</i> ; Conor Vibert, <i>Fred C. Manning School of Business Acadia University</i> SOCIAL PRESENCE IN THE DIGITALISATION OF LEARNING: CHALLENGES IN THE PRIVATE AND PUBLIC SECTORS IN FRANCE Jamie Smith, <i>ESC Rennes</i> EVALUATING THE EFFECTIVENESS OF AN E-LEARNING SYSTEM: AN EXPLORATORY STUDY Dominic Drillon, Calin Gurau, Mylène Hardy, Samicha Gautun, <i>CEROM, Sup de Co Montpellier</i>	Hall A1 Session Chair Senior Lecturer, Dr. Johanna Kujala, Tampere University of Technology LEARNING FROM CUSTOMER KNOWLEDGE IN ENGINEERING CONSULTING FIRMS Ville Ojanen, Marko Torkkeli, <i>Lappeenranta University of Technology</i> TOWARDS RELATIONAL CUSTOMER ORIENTATION: ANALYSIS ON INTERNAL RELATIONSHIP MARKETING IN AN INDUSTRIAL PROFESSIONAL ORGANIZATION Helena Lamberg, <i>University of Tampere</i> DESIGNING AND MODELLING B2B-MARKETS Juho Mäkiö, <i>University of Karlsruhe</i>	Room 200 Session Chair Professor Mika Hannula, Tampere University of Technology INTEGRATING OUTSIDE SPECIALISTS INTO PRODUCT DEVELOPMENT PROJECT Teemu Surakka, <i>BIT Research Centre, Helsinki University of Technology</i> OUTSOURCING THE BUSINESS INTELLIGENCE FUNCTION Juha Salonen, Virpi Pirttimäki, <i>Tampere University of Technology</i> FACTORS OF SUCCESS IN REALIZATION OF THE INFORMATION PROJECTS FOR RUSSIAN ENTERPRISES Andrei Mirolioubov, <i>International Graduate Business School, Saint-Petersburg Polytechnical University</i> ; Olga Velichko, Andrei Gagarin, <i>International Graduate Management School, Saint-Petersburg Polytechnical University</i>	Hall A2 Session Chair Director, Dr. Ari Jaaksi, Nokia Corporation MANAGING THE SOFTWARE MARKET EVOLUTION – A NETWORK APPROACH TO VALUE CREATION IN SOFTWARE BUSINESS Sari Juntunen, Marianne Kinnula, <i>Department of Information Processing Science, University of Oulu</i> VALUE-CREATING NETWORKS APPROACH TO OPEN SOURCE SOFTWARE BUSINESS MODELS Nina Helander, <i>The Institute of Business Information Management, Tampere University of Technology</i> ; Tommi Rissanen, <i>eBRC, Tampere University of Technology</i> VALUATION OF OPEN SOURCE SOFTWARE COMPANIES Mikko Puhakka, <i>Helsinki University of Technology</i> ; Hannu Jungman, <i>Tampere University of Technology</i>
14:30 – 15:00	Coffee Break – eBRF Lounge, 1st floor			

Plenary Session Hall B	
15:00 – 17:00	<p>The 100 Fastest Growing US Firms and How They Use Competitive Intelligence Dr. Jerry P. Miller, Director, Competitive Intelligence Center, Simmons College</p> <p>Challenges of Transforming the Business Model of Manufacturing Enterprises for the New Economy: The Case of Personalized Manufacturing Professor Benoit Montreuil, CENTOR, Université Laval</p> <p>The eBRF Experience: Past, Present and Future Dr. Marko Seppä, Chair of eBRF 2005 Professor Marjatta Maula, Chair of ICEB+eBRF 2006</p> <p>Presenting the Awards Conclusions and Closing</p>



17:30 –>	Additional Evening Program for Pre-Registered
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