

EBRF 2008 CONFERENCE PROGRAM

Monday, September 22nd, 2008, schedule in Finnish time

11.00 – 16.30 Registration at Katajannokka harbour, Viking Line M/S Gabriella leaves on 17.30 and registration closes 1 hour prior to the departure

11.30 – 12.30 Lunch on Viking Buffet, deck 8

Plenary Session Auditorium, conference deck 10

12.30 – 12.45	Words of Welcome Dr. Nina Helander, Chair of EBRF 2008, Tampere University of Technology	 <div style="display: inline-block; vertical-align: middle; margin-left: 10px;"> <p style="font-size: 1.2em;">"Research Forum to Understand Business in Knowledge Society"</p> </div>
12.45 – 13.30	Intelligence in the IIIrd millennium, challenges and opportunities Georgij Alafuzoff, Commodore Chief of military intelligence, Finnish Defence Forces	
13.30 - 14.15	Intelligent Capital: The Critical Role of Angel Investors in Emerging Economies Elizabeth O'Halloran Managing Director and Director of Intellectual capital Batten Institute, Darden Graduate School of Business Administration, University of Virginia, USA	

14.15 – 14.20 Presentation of EBRF 2008 conference organizers and practical info

14.20 – 14.45 Coffee Break on conference deck 10

Parallel Sessions	Session 1 conference deck 10	Session 2 conference deck 10	Session 3 conference deck 10	Session 4 conference deck 10
14.45 – 16.30	Special Track: Growth venturing	Business models and strategies of change	Special Track: Measuring and managing knowledge asset dynamics	Special Track: Shaping future success through innovation, intelligence and knowledge
Session chair	Professor Dhrubes Biswas, Indian Institute of Technology	Professor Vesa Puhakka, University of Oulu	Professor Giovanni Schiuma, CVM, DAPIT, University of Basilicata	Professor Craig Fleisher, Odette School of Business, University of Windsor
	GROWTH CHALLENGES OF SMALL FINNISH SOFTWARE FIRMS – COMPARING THEORY AND PRACTICE Olli-Pekka Mutanen, Helsinki University of Technology, Mikko Rönkkö, University of Turku UNDERSTANDING CONTEXT IN THE NEW VENTURE GROWTH PROCESS- A SYSTEMIC REVIEW OF LITERATURE IN SOFTWARE BUSINESS Jukka Kontula, University of Oulu MARKETING AND GROWTH IN NEW VENTURES – THE EFFECTS OF MARKET ORIENTATION AND ENTREPRENEURIAL ORIENTATION Mari Suoranta, Mia Häkkinen, University of Jyväskylä INTERNATIONALIZATION CHALLENGES OF SMALL FINNISH SOFTWARE FIRMS – COMPARING THEORY AND PRACTICE Anne-Marie Touru, Mikko Rönkkö, University of Turku	ACADEMIC MANAGEMENT PAYMENT USING COLLABORATIVE MODEL Lucia Rusu, Raluca Arba, Marius Podean, Babes-Bolyai University of Cluj Napoca IN SEARCH FOR ROBUST BUSINESS MODEL – ASSESSING RESOURCE CRITICALITY IN FUTURE SCENARIOS Mikko Pynnönen, Jukka Hallikas, Petri Savolainen, Lappeenranta University of Technology PUBLIC-PRIVATE PARTNERSHIP ADAPTATION INTO PRIVATE SECTOR: CASE BOOT BUSINESS MODEL IN SOLUTION BUSINESS Olli Pekkarinen, Markus Piironen, Risto Salminen, Lappeenranta University of Technology UP AND DOWN THE CAPABILITY HIERARCHY – THE NATURE OF CHANGE IN BUSINESS ENVIRONMENT AND ITS IMPLICATIONS FOR COMPETITIVE ADVANTAGE Paavo Ritala, Aino Kianto, Lappeenranta University of Technology	THEORY AND PRAXIS OF INTELLECTUAL CAPITAL EFFICIENCY Ante Pulic, University Zagreb THE ROLE OF INTELLECTUAL CAPITAL IN NON-PROFIT WELFARE SERVICE ORGANIZATION Virpi Sillanpää, Antti Lönnqvist, Matti Koivuaho, Harri Laihonon, Tampere University of Technology, Ulla-Maija Koivula, Pirkanmaa University of Applied Sciences, Niina Koskela, Jyllin Kodit MAPPING KNOWLEDGE ASSET ROOTS OF ORGANISATIONAL VALUE CREATION DYNAMICS Daniela Carlucci, Giovanni Schiuma, Francesco Sole, CVM, DAPIT, University of Basilicata KNOWLEDGE FLOWS AS THE MEANS OF CREATING VALUE FROM THE INTELLECTUAL CAPITAL OF HEALTH CARE ORGANIZATIONS Matti Koivuaho, Tampere University of Technology	INFORMATION NAIVETÉ AND BUSINESS INTELLIGENCE FAILURE Roberta Brody, Queens College, City University of New York INFORMATION STEERING AS AN ENABLING INFRASTRUCTURE FOR SERVICE PROVISION IN PUBLIC SECTOR Harri Laihonon, Tampere University of Technology THE EFFECTS OF CURRENT QUALITY MANAGEMENT INITIATIVES ON ADMINISTRATIVE AND TECHNICAL INNOVATION: AN EMPIRICAL COMPARISON IN EUROPEAN FIRMS Leopoldo Gutierrez Gutierrez, Samuel Gomez Haro, Javier Tamayo Torres, University of Granada EXAMINING INNOVATIVENESS OF OPEN SOURCE SOFTWARE COMPANIES Jaani Väisänen, Nina Helander, Marko Seppänen, Tampere University of Technology

16.30 – 16.45	Break on conference deck 10, Viking Line M/S Gabriella leaves Helsinki 17.30			
Parallel Sessions	Session 5 conference deck 10	Session 6 conference deck 10	Session 7 conference deck 10	Session 8 conference deck 10
16.45 – 18.30	Knowledge and competence management	Analyzing and understanding business environments	Innovation processes and innovation management	Digital economy and information technology
Session chair	Professor Hannu Kärkkäinen, Tampere University of Technology	Professor Mika Hannula, Tampere University of Technology	Professor Olavi Uusitalo, Tampere University of Technology	Professor Samuli Pekkola, Tampere University of Technology
	<p>DOES THREE PART ASSESSMENT FRAMEWORK FOSTER STUDENT'S COMPETENCES IN INFORMATION SYSTEM CREATION? Kalevi Manninen, University of Jyväskylä</p> <p>KNOWLEDGE UTILIZATION IN TEAMS OF EXPERTS AND NOVICES: AN ATTRIBUTION THEORY APPROACH Jane McKay-Nesbitt, Malcolm Smith, University of Manitoba, Marjorie Delbaere, University of Saskatchewan</p> <p>STEERING BY INFORMATION OR MANAGEMENT BY KNOWLEDGE Harri Jalonen, Turku University of Applied Sciences</p> <p>MANAGING SERVICE ENCOUNTERS IN KNOWLEDGE INTENSIVE SERVICES – MYSTERY SHOPPERS IN FINANCIAL MARKETS Raija Järvinen, Anna-Riitta Lehtinen National Consumer Research Centre, Jukka Laitamäki, New York University</p>	<p>A GLOBAL MACHINERY MANUFACTURER LEARNING SERVICE R&D: A LONGITUDINAL CASE STUDY Teemu Laine, Jari Paranko, Petri Suomala, Tampere University of Technology</p> <p>MANAGING GLOBAL NEW PRODUCT LAUNCH PROCESS - A CASE STUDY FROM A HIGH-TECHNOLOGY COMPANY Nora Mustonen, University of Jyväskylä</p> <p>PRODUCTIVITY RESEARCH IN FINLAND: CURRENT STATUS AND CHALLENGES FOR THE FUTURE Aki Jääskeläinen, Jonna Käpylä, Antti Lönnqvist, Sanna Seppänen, Maiju Vuolle, Tampere University of Technology</p> <p>SELECTION CRITERION FOR SKI RESORT ACCOMMODATION AMONG MATURE CONSUMERS Tommi Laukkanen, Raija Komppula, University of Joensuu</p>	<p>PRIOR CONDITIONS OF INNOVATION ADOPTION: CASE WOOD PELLET HEATING TECHNOLOGY Aija Tapaninen, Marko Seppänen, Tampere University of Technology</p> <p>COORDINATION AND CONTROL INFLUENCE ON CREATIVITY IN CREATIVE PROJECT ORGANIZATION Lina Girdauskiene, Asta Savaneviciene Kaunas University of Technology</p> <p>NEW APPROACH TO INNOVATION: CO-CREATING VALUE WITH LEAD USERS Kaisa Koskela, Teea Palo, University of Oulu</p> <p>THE ROLE OF SALES AND MARKETING FUNCTION IN INDUSTRIAL SERVICE INNOVATION AND DEVELOPMENT Tuula Mittilä, Turku School of Economics, Pori Unit</p>	<p>E-PROCUREMENT AS A KEY SUCCESS FACTOR IN COOPERATIVE PURCHASING Jani Mäkinen, Anni-Kaisa Ahtonen, Katrina Lintukangas, Lappeenranta University of Technology</p> <p>IMPERSONAL AND INTERPERSONAL TRUST IN VIRTUAL ORGANIZATIONS Miia Kosonen, Risto Seppänen, Lappeenranta University of Technology</p> <p>M-BANKING RESISTANCE: PATTERNS ACROSS DEMOGRAPHICS Pedro Cruz, ISG, Tommi Laukkanen, University of Joensuu, Pablo Munoz, Universidad de Salamanca</p> <p>THE FOUR STAGE LOYALTY MODEL AND MODERATING EFFECTS: AN APPLICATION IN THE MARKETING OF MOBILE OPERATOR'S SERVICES Heikki Karjaluoto, University of Jyväskylä, Chanaka Jayawardhena, Loughborough Business School, Matti Leppäniemi, University of Oulu</p>
18.30 – 19.00	<p>Extra Session conference deck 10: Results of Finnish software industry survey</p>			

20.30 →	Buffet Dinner on Viking Buffet, deck 8
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Tuesday, September 23rd, 2008, schedule in Swedish time				
08.00 - 9.45	Breakfast on Viking Buffet, deck 8			
10.00 - 12.00	Sightseeing tour in Stockholm city			
12.00 - 13.00	Lunch on Viking Buffet, deck 8			
Parallel Sessions	Session 9 conference deck 10	Session 10 conference deck 10	Session 11 conference deck 10	Session 12 conference deck 10
13.00 - 14.45	Special Track: Measuring and managing knowledge asset dynamics	Innovation processes and innovation management	Collaborational and organizational development	Knowledge and competence management
Session chair	Professor Giovanni Schiuma, CVM, DAPIT, University of Basilicata	Professor Tuula Mittilä, Turku School of Economics, Pori Unit	Dr. Nina Helander, Tampere University of Technology	Professor Malcolm Smith, University of Manitoba
	<p>SEDUCING THE GOOSE: PATENTING IN UK UNIVERSITIES Stuart MacDonald, University of Sheffield</p> <p>SELECTING A SUITABLE APPROACH TO INTELLECTUAL CAPITAL MANAGEMENT: AN AHP-BASED FRAMEWORK Daniela Carlucci, CVM, DAPIT, University of Basilicata, Paula Kujansivu, Tampere University of Technology</p> <p>NETWORK RELATIONSHIPS AS KEY INTELLECTUAL ASSET IN INTERNATIONALIZATION Elisa Nykänen, Timo Aaltonen, Nina Helander, Jussi Myllärniemi, Tampere University of Technology</p>	<p>HOW CUSTOMERS CAN BE INVOLVED IN DEVELOPING NEW SERVICE INNOVATIONS? Raija Järvinen, National Consumer Research Centre, Uolevi Lehtinen, University of Tampere</p> <p>ROLE OF IPR AND ITS PROTECTION IN GROWTH VENTURES Dr Dhruves Biswas, Sankarnarayan Jagannathan, Indian Institute of Technology</p> <p>THE POSITIONING STRATEGY OF NEW PRODUCTS Olavi Uusitalo, Tampere University of Technology</p> <p>LAUNCHING INNOVATIVE MOBILE SERVICES: UNDERSTANDING AND MEETING CUSTOMER NEEDS Eelko Huizingh, Michiel Van Haperen, University of Croningen</p>	<p>MAPPING INTERNAL COMMUNICATION IN A GLOBAL MATRIX ORGANIZATION Harri Rynnänen, Anne Jalkala, Risto Salminen, Olli Pekkarinen, Lappeenranta University of Technology</p> <p>COLLABORATION IN OPEN INNOVATION COMMUNITIES – DO USERS WANT IT? Maria Antikainen, VTT, Heli Väätäjä, Tampere University of Technology</p> <p>DEVELOPMENT OF STRATEGIC INTENT AND SHARED IDENTITY IN BUSINESS NETWORKS Katri Valkokari, VTT</p> <p>IMPROVING PERFORMANCE WITH BETTER USABILITY: A CASE STUDY ON SELF-SERVICE SYSTEM USER INTERFACE DEVELOPMENT PROJECT Jyri Naarmala, University of Vaasa</p>	<p>HOW KNOWLEDGE MODELS SERVE THE NEW DIGITAL CUSTOMER WORLD Vasilis Aggelis, Georgia Peleki, Piraeus Bank SA</p> <p>KNOWLEDGE TRANSFER IN SOFTWARE TESTING: A CASE STUDY ON A COMPANY OPERATING IN FINLAND, ESTONIA AND CHINA Samuli Pekkola, Tampere University of Technology, Kimmo Hakala, Plenware</p> <p>KNOWLEDGE MANAGEMENT DURING DOWNSIZING: CASE STUDY OF SERBIAN COMPANIES Verica Babic, Vesna Stojanovic-Aleksic, Marko Slavkovic, Faculty of Economics,</p> <p>WHERE DOES INTER-ORGANIZATIONAL TRUST RESIDE? AN EXAMINATION OF THE NATURE OF INTER-ORGANIZATIONAL TRUST Risto Seppänen, School of Business, Lappeenranta University of Technology</p>
14.45 – 15.00	Break on conference deck 10			

Parallel Sessions	Session 13 conference deck 10	Session 14 conference deck 10	Session 15 conference deck 10	
15.00 - 16.45	Special Track: Shaping future success through innovation, intelligence and knowledge	Entrepreneurship, growth and development	Value creating networks and communities	
Session chair	Professor Craig Fleisher, Odette School of Business, University of Windsor	Director, Elizabeth O'Halloran, Darden School of Business, University of Virginia	Professor Heikki Karjaluoto, University of Jyväskylä	
	<p>CHARACTERISTICS OF COMPETITIVE INTELLIGENCE PRACTICE IN R&D DRIVEN FIRMS: EVIDENCE FROM THE UK PHARMACEUTICAL INDUSTRY Sheila Wright, Leicester Business School, De Montfort University, Dr Craig Fleisher, Odette School of Business, University of Windsor, Emma Madden, Abu Dhabi University</p> <p>EXAMINING DATA WAREHOUSING IN FINNISH ORGANIZATIONS – A QUALITATIVE APPROACH Jussi Myllärniemi, Jaani Väisänen, Tampere University of Technology</p> <p>INCRASING ORGANISATIONS' INNOVATIVE CAPABILITY: EXPERIENCES OF AN INNOVATION CATCHER Paula Linna, Anne Paalanen, Lappeenranta University of Technology</p>	<p>CREATING ENTREPRENEURIAL OPPORTUNITIES – ORGANIZATIONAL AND SOCIAL CONSTRUCTIVE PHENOMENON IN THE CREATION PROCESS OF NEW BUSINESSES Antti Kauppinen, Vesa Puhakka, University of Oulu</p> <p>MANAGING INFORMATION SECURITY IN GROWING SMEs Ilona Ilvonen, Tampere University of Technology</p> <p>TECHNOLOGY TRANSFER AND DEVELOPMENT PROCESSES AT CERN: TWO CASE STUDIES Heini Järvenpää, Marko Seppänen, Tampere University of Technology</p> <p>COOPETITION THROUGH COMMUNITY STRUCTURES: CO-CREATING NEW MARKETS FOR TECHNOLOGIES AND SERVICES Paavo Ritala, Kati Järvi, Liisa-Majja Sainio, Lappeenranta University of Technology, Antti Pellinen, Tikura Ltd.</p>	<p>COMMERCIALIZING ACADEMIC KNOWLEDGE – SENSE MAKING IN TRIPLE HELIX Outi-Maaria Palo-Oja, University of Kuopio</p> <p>INNOVATIONS ON MOBILE MUSIC RECOMMENDATIONS AND VIRAL MARKETING Henriikka Peni, Marko Torkkeli, Lappeenranta University of Technology</p> <p>UNIVERSITY NETWORKS IN THE EUROPEAN HIGHER EDUCATION AREA Ana Jesus Lopez, Rigoberto Pérez, Universidad de Oviedo</p> <p>VALUE NETWORK AND ITS LIFE-CYCLE Peki Oksanen, Jukka Hallikas, Heli Sissonen, Lappeenranta University of Technology</p>	
16.45 – 17.15	Coffee Break on conference deck 10 , Viking Line M/S Gabriella leaves Stockholm at 16.45			
Plenary Session Auditorium conference deck 10				
17.15. – 18.00	Intangible Value Drivers of the 21st -Century Organisations Giovanni Schiuma Professor, Scientific Director of Centre for Value Management - LIEG – at the Università della Basilicata, Italy, Visiting Research Fellow with the Centre for Business Performance at Cranfield School of Management			
18.00 – 18.45	Role of Education-Enterprise Model for developing growth ventures in differing economic contexts Dhrubes Biswas, Professor of Electronics and Electrical Communication Engineering, Professor-in-Charge of Incubation and Entrepreneurship, Managing Director of Science and Technology Entrepreneurs' Park			
18.45 – 19.00	Conclusions and Closing Dr. Nina Helander, Chair of EBRF 2008, Tampere University of Technology EBRF 2009 Conference representatives			
20.00 →	Gala Dinner, Restaurant Food Garden on deck 8, Keynote from Alan Carsrud, Professor of Management, Industrial & Systems Engineering, Hospitality Management and Executive Director of the Eugenio Pino & Family Global Entrepreneurship Center at Florida International University			

Wednesday, September 24th, 2008, schedule in Finnish time

08.00 – 10.00 **Breakfast on Viking Buffet, deck 8**

09.45 **Arrival to Helsinki**

