

ICIM 2008 Conference Programme

DECEMBER 10

08:00-10:00	Welcoming and Registration Location: Fumoir / Rotonda / Petrus Regout			
10:00-10:30	Plenary Session 1 Location: Sterrenzaal Prof. Dr. Geert Duysters, Professorial Fellow at UNU-MERIT, The Netherlands Prof. Dr. Deng Mingran, Dean of the Management School, Wuhan University of Technology, China Prof. Dr. Ken Kaminishi, Dean of the Graduate School of Innovation & Technology Management, Yamaguchi University, Japan Prof. Dr. Jo Ritzen, President of Maastricht University, The Netherlands			
10:30-12:00	Plenary Session 2 Location: Sterrenzaal Dr. Subhas C. Misra, Harvard University, USA Dr. Dorothea Seebode, Senior Director Sustainability, Philips Research, The Netherlands			
12:00-13:00	Lunch buffet Location: Restaurant and classic halls			
13:00-14:30	Session 1A: Clusters, competitiveness and policy Location: Koning Willem II Chair: Ying Zhang <i>Marta Goetz</i> - Cluster, Competitiveness, Attractiveness, Innovativeness – How Do They Fit Together? <i>Tamás Sebestyén</i> - Knowledge Heterogeneity, Alliance Formation and the Evolution of Clusters <i>Stéphanie Gribomont & Emilie Vandenborne</i> - The Competitiveness Poles as a Source of Organisational Learning: Case Study of an Innovative Walloon Project in the Life Science <i>Julie Hermans, Annick Castiaux, Marcus Dejardin & Stéphane Lucas</i> - Global Clusters Policy: Towards the Selection of Dominant Designs? <i>Tamas Gyulai</i> - Policy Challenges in Defining and Utilising Cluster Metrics	Session 1B: Social innovation Location: Geberga Chair: Shuan SadreGhazi <i>Arjen Verhoeff</i> - Technical Innovation Cannot Be Successful Without Social Innovation <i>Abdul Hamid Syaiful Rizal, Umit S. Bititci & Viktor Dofler</i> - Social Innovation and Business Trends in the Future <i>Hemantkumar P. Bulsara, Shailesh Gandhi & P.D. Porey</i> - Techno-innovation to Techno-Entrepreneurship through Technology Business Incubation in India: An Exploratory Study <i>Yang Qing & Ma Huimin</i> - Constructing China's Total Emergency Management Model of Earthquake Disaster	Session 1C: Intellectual property rights and innovation Location: Veste Harburgum Chair: Muhammad Shafique <i>Gaétan de Rassenfosse, Dominique Guellec & Bruno van Pottelsberghe de la Potterie</i> - Motivations to Patent: Empirical Evidence from an International Survey <i>Nicolas van Zeebroeck</i> - Patents Only Live Twice: A Patent Survival Analysis in Europe <i>Bruno van Pottelsberghe de la Potterie & Malwina Mejer</i> - Economic Incongruities Induced by a Fragmented Patent System in Europe <i>John Howells</i> - Patents and Downstream Innovation Suppression – Facts or Fiction?	Session 1D: Innovation for sustainable development Location: Karel de Grote Chair: Asel Doranova <i>Yoshiyuki Matsuura, Kazuhiro Fukuyo & Mikio Asakawa</i> - Consciousness in Life and Markets for Home Network <i>Anna Svirina</i> - Managing Innovation for Sustainable Development: Measuring Issue <i>Jody Ngongo Ngoy</i> - Green Initiatives as a Key Solution to Turn a Supply Chain into a Value Chain: An Empirical Study of a Small Enterprise in China <i>Alexander Leitner & Walter Wehrmeyer</i> - The Impact of Regulation and Policy on Eco-Innovation– The Need for a New Understanding

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<p>14:30-15:00</p>	<p>Coffee break Location: Fumoir / Rotonda</p>			
<p>15:00-16:30</p>	<p>Session 2A: Regional innovation systems: actors and policy Location: Koning Willem II Chair: Iman Rajabzadeh <i>Sanna Kaisa Seppänen</i> - A Preliminary Framework for Studying University Hospitals in Regional Innovation Systems: Activity Perspective <i>Stefan Hennemann & Ingo Liefner</i> - Proposing Bipartite Network Analysis for the Evaluation of Regional Innovation Systems: Regions, Actors and Content <i>Margarita Kuroedova & Tatiana Khvatova</i> - Innovation Systems in the Federal Districts of Russia: Moscow and St.-Petersburg Regions <i>Ysabel Nauwelaerts, Frederik Van Assche & Ilke Van Beveren</i> - Innovation in Creative SME's in Flanders: A Case Study Based Analysis <i>Roberto Napoli</i> - Understanding Innovation in the Swiss Banking Sector: Case Studies in Ticino</p>	<p>Session 2B: Innovation in low-income and niche markets Location: Geberga Chair: Neha Rai <i>Meine Pieter van Dijk</i> - Global Value Chains: Some Examples and Resulting Issues <i>Indrajit Sahoo & R Preethy</i> - A Novel Approach for Low-Income Markets through ISR and ISE Model <i>Muhammad Abrar, Zhilong Tian & Xinming Deng</i> - Innovation and Niche Marketing in Organic Textile: Opportunities for Pakistan <i>Bernadette D'Silva, Stephen D'Silva, Sapna Modi & Hemantkumar Bulsara</i> - Indian Consumer Ethnocentric Tendencies and the Innovative Marketing Challenges of Foreign Brands - An Empirical Study <i>Frances T.J.M. Fortuin & S.W.F. Omta</i> - Comparing the Innovative Potential of Leading Food Processing Companies in Shanghai and The Netherlands</p>	<p>Session 2C: Intellectual property rights and knowledge management Location: Veste Harburgum Chair: Thanh Le Phuoc <i>Blandine Laperche</i> - The Networked Enterprise in Innovation Networks and the Roles of Intellectual Property Rights <i>Lise Arena</i> - Simulating the Implementation of Business Information Systems: The Case of Enterprise Resource Planning <i>Raymond Opdenakker & Carin Cuypers</i> - Managing Innovative Virtual Project Teams in an Innovative Way: Developing and Sustaining Strategic Momentum <i>Naoki Satoh & Hiromitsu Kumamoto</i> - Comparison of ISO GMITS and Probabilistic Risk Assessment in Information Security <i>Zhang Chang-zheng & Tian Hao</i> - Effect of Performance Management System on Knowledge Innovation Process</p>	<p>Session 2D: Innovation and management issues within multinational corporations Location: Karel de Grote Chair: Ionara da Costa <i>Chiara Franco, Francesco Rentocchini & Giuseppe Vittucci Marzetti</i> - Motives Underlying Foreign Direct Investments: A Primer <i>Mei H.C. Ho</i> - Subsidiaries Will Diffuse Knowledge within MNEs, or Not? <i>Sergey Filippov</i> - Multinational Subsidiary Evolution in New Europe <i>Kazuya Inaba</i> - The Role of Key Person and the Reform of Laboratory in Connecting R&D with Commercialization Concerning the Case of Tokuyama Corporation <i>Xu Fengju & Wang Feng</i> - The Effect of Open Market Repurchase on Company's Value</p>
<p>16:30-17:00</p>	<p>Plenary Session 3 (Closure of the first day) Location: Sterrenzaal Prof. Dr. Geert Duysters, Professorial Fellow at UNU-MERIT, The Netherlands</p>			
<p>18:00-21:00</p>	<p>Gala Dinner (optional) Location: Restaurant De Sterrenhemel</p>			

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<p>09:30-10:30</p>	<p>Plenary Session 4 Location: Sterrenzaal Prof. Dr. Ard-Pieter De Man, Vrije Universiteit Amsterdam & Atos Consulting, The Netherlands – “Four challenges for implementing open innovation” Dr. ir. Victor Gilsing, Tilburg University, The Netherlands – “Solving a long-standing debate on optimal network embeddedness”</p>			
<p>10:30-12:00</p>	<p>Session 3A: Networks and sources of technology Location: Koning Willem II Chair: Ying Zhang <i>Ad van den Oord, Arjen van Witteloostuijn, Geert Duysters & Victor Gilsing - The Ecology of Technology</i> <i>Wilfred Schoenmakers, Geert Duysters & Wim Vanhaverbeke - The Origins of Radical Inventions</i> <i>Bert Sadowski, Alberto Nucciarelli & Marc de Rooij - Providing Incentives for Private Investment in Municipal Broadband Networks: Evidence from The Netherlands</i> <i>Dries Faems - Transitional Governance in External Technology Sourcing Trajectories: Complementing the Real Option Perspective</i> <i>Wim Vanhaverbeke, Victor Gilsing, Bonnie Beerkens & Geert Duysters – Benefits and Risk of Strategic Collaboration: the Differential Role of a Firm’s Network in the Creation of Core and Non-Core Technologies</i></p>	<p>Session 3B: Organisational innovation 1 Location: Geberga Chair: Wang Hu <i>Paul Breman, Marco Oteman, Michael Makowski, Benny de Waal, Iris Hollaender, Eva Hijmans & Astrid Bolland - Organisational Innovation and its Facilitators</i> <i>Deng Yingyu - The Mechanisms of Learning and the Survival of New Ventures</i> <i>Bob Kijkuit & Jan van den Ende - With a Little Help from Our Colleagues: A Longitudinal Study of Social Networks for Innovation</i> <i>Reza Rahimi, Sepideh Tavassoli & Navid Mollaei - Conforming Benchmarking to Project Management</i></p>	<p>Session 3C: Human resource management issues in innovation 1 Location: Veste Harburgum Chair: Jun Hou <i>Louis Spring, Valerie Flynn - Nurturing Innovation Capabilities within the IT Function: Implications for Human Resources Management, Training and Education</i> <i>Rahmat I Shazi, Shaharin A. Sulaiman & How Meng Git - Introducing Innovation to Undergraduates through The Engineering Team Project (ETP) Course</i> <i>Gert van Brussel & Jan M. Ulijn - Developing Intrapreneurship as a Career Perspective for Senior Professionals: Towards an Innovative HRM and Career Management Approach</i> <i>Rodrigo Lima Verde Leal & Claudio de Almeida Loral - The Interplay between Sectoral and National Innovation Systems as a Challenge to Human Resource Management: The Case of Software in Telecommunications R&D in Brazil</i></p>	<p>Session 3D: Key and emerging technologies in the 21st century Location: Karel de Grote Chair: Nico Rasters <i>Ling-Yan Bi, Ming Qi & Lin-Si Huang - Business Model of Mobile Informatisation in China</i> <i>Naser Bagheri Moghaddam, Morteza Zamanian, Mahdi Sahafzadeh & Mohammadsadegh Emamian - Fuel Cell Technological Innovation System in Iran</i> <i>Liu Ge & Xu Liang - Discussion on an Innovative Broadcasting Type Government Affairs Opening System Based on Tel-Radio and E-Government</i> <i>Manish Anand - Changing Landscape of Innovation Systems in India: Collaboration and Entrepreneurship in Emerging Technology</i> <i>Liu Ge & Liu Xin - The Study of the Innovative Design Method TRIZ on 3G Products</i></p>
<p>12:00-13:00</p>	<p>Lunch buffet Location: Restaurant and classic halls</p>			

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<p>13:00-14:30</p>	<p>Session 4A: Technological, industrial and product innovation 1 Location: Koning Willem II Chair: Nguyen Huu Phuc <i>Simona O. Negro & Marko P. Hekkert</i> - Dynamics of Technological Innovation Systems: Empirical Evidence for Functional Patterns <i>Xie Kefan, Du Jingshu & Peng Huatao</i> - Perspectives to Independent Innovation in Chinese Automobile Companies <i>Thorsten Kliewe & Philipp Marquardt</i> - Key Decisions Affecting the Success of Commercialising Technology Innovations: Insights and Food for Thought from the Software Industry <i>Youngho Nam</i> - Service Innovation in Digital Contents Industry: A Case of Korean Online Games <i>Zhao Yu-lin & Wei Fang</i> - Hyper-cycle Self-organizing Evolution of Industrial Innovation</p>	<p>Session 4B: Organisational innovation 2 Location: Geberga Chair: Ngongo Ngoy Jody <i>Ferdinand Jaspers, Jan van den Ende & Michel van der Borgh</i> - Multiple Levels in the Organisation of Innovation: Project Organization in Single-Firm Projects and Multi-Firm Projects <i>Tiejun J. Xia, Glenn A. Wellbrock & Ron Jennings</i> - Introduction of Symmetric Innovation System <i>Blazenka Knezevic</i> - Knowledge as a Source of Innovation and Value Creation in Distributive Trades Sector <i>Ozlem Araci & I. Figen Gulenc</i> - Innovation Success and Firm Size: An Empirical Study in the Chemistry Industry in Turkey</p>	<p>Session 4C: Human resource management issues in innovation 2 Location: Veste Harburgum Chair: Baseer Qazi <i>Erika Zoeller Veras</i> - Women in Management: a Challenge for the 21st Century in Brazil and China <i>Abdullah Zafar Sheikh</i> - Precarious Employment: Pay-rolling Agencies – Outsourcing of Employers’ Responsibilities to the Employment Agencies <i>Elhusein H.Elasfer & Azhdar Karami</i> - The Effectiveness of Selected Human Resources Management Practices on Organisational Performance and Objectives (A Case Study of the Libyan Iron and Steel Company) <i>Pasi Porkka, Jari Jussila & Anu Suominen</i> - Using Friedman Test for Creating Comparable Group Results of Nonparametric Innovation Competence Data</p>	<p>Session 4D: Innovation and management in China Location: Karel de Grote Chair: Wilfred Schoenmakers <i>Zhang Min, Li Mingxing, Luo Xuan</i> - Standard Strategy for Chinese Enterprises Based on Intellectual Property <i>Wang Hu & Zhang Jing</i> - Study of Customer Segmentation for Auto Services Companies Based on RFM model <i>Shanshan Zhou & Yulin Zhao</i> - Co-Evolution of Social Technology and Physical Technology: Chinese Hi-Tech Industry <i>Jiaqi Yang</i> - Towards Building a Sustainable Intermodal Transport Chain in China <i>Zhong Jingjing, Gu Guoda & Han Jiangping</i> - An Analysis of the Effects of Firm-Government Network on Management Innovation</p>
<p>14.30-15.00</p>	<p>Coffee break Location: Fumoir / Rotonda</p>			

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<p>15:00-16:30</p>	<p>Session 5A: Technological, industrial and product innovation 2 Location: Koning Willem II Chair: Baseer Qazi <i>Nguyen Huu Phuc</i> - Firm's Strategic Responses in Standardisation <i>Li Yingde</i> - Study on Whole Process Quality Control in Coal Production Based on Industry Engineering <i>Tanyanuparb Anantana, Takao Emkawa & Sadami Suzuki</i> - New Product Development Efficiency and Firm's Financial Performance: Perspective of Technology Trajectories in Japanese Manufacturing <i>Ma Ying, Xie Kefan & Nie Meizhen</i> - Analysis of Influencing Factors of Decision-making Behaviour on Entrepreneurial Team and Decision Techniques Selection <i>Wan-Hsin Liu</i> - Do Active Innovation Policies Matter? Findings from a Survey on the Hong Kong Electronics SMEs</p>	<p>Session 5B: Managing collaborative innovation Location: Geberga Chair: Tina Saebi <i>Danielle Twardy-Duisters, Geert Duysters & Ard-Pieter de Man</i> - A Study into the Role of a Partner Selection Process in Alliance Capability Building <i>Victor Gilsing, Myriam Cloodt & Nadine Roijakkers</i> - The Evolution of Technology-Based Alliance Networks in Pharmaceutical Biotechnology <i>Anna Sabidussi, Harry J. Bremmers, Geert Duysters & S.W. F. Onno Omta</i> - Business-to-Business External Sources of Technology (BEST) and Innovation: a Dynamic Portfolio Approach <i>Danielle Cloodt</i> - Multi-causal Relationships between R&D Partnership Formation, Positional Embeddedness and Innovative Performance <i>Niklas Z. Kviselius, Håkan Ozan, Mats Edenius & Per Andersson</i> - The Evolution of Living Labs – Propositions for Improved Design and Further Research</p>	<p>Session 5C: Innovation in logistics Location: Veste Harburgum Chair: Yoshiyuki Matsuura <i>Katherine Lovell & Roderick A Smith</i> - All Shook Up: An Exploratory Study of Innovation Routes for UK Railway Rolling Stock <i>Marjolein Caniëls, Wietse Kooistra & Janjaap Semeijn</i> - Drivers and Obstacles for Innovation in Logistics <i>Tu Min</i> - Adverse Selection and Moral Hazard in Logistics Transaction <i>Ali Tamaddoni Jahromi & Mehrad Moeini Jazani</i> - Towards More Integration: Investigation of Iranian Pharmaceutical Logistics Providers <i>Liu Fan</i> - The Research on 4PL Optimal Pricing Strategy Based on the Reverse Logistics Integration</p>	<p>Session 5D: R&D management Location: Karel de Grote Chair: Ad van den Oord <i>Keith Dickson & Fang Fang</i> - Management of R&D within a Dynamic Standardisation Environment <i>Hassan Shakeel, Nawar Khan</i> - Innovations in Pakistani Universities, R&D Centres and Corporate Research Institutes <i>Aylar Pourmohammad, Mohammad Farhadi & Narges Joda</i> - Modelling and Diagnosis of Innovation Process in R&D Centres. Case Study: Research Institute of Petroleum Industry (RIPI) in Iran <i>Deng Mingran & Jin Daoming</i> - A Research on The Basic Theories of Systematic Risk Transmission in Enterprise Value Chain <i>Cheng Yanxia & Zeng Ziwei</i> - Analysis of the Category of Researches on Marketing Force Synergy</p>
<p>16:30-17:00</p>	<p>Plenary Session 5 (Closure of the Conference) Location: Sterrenzaal Prof. Dr. Geert Duysters, Professorial Fellow at UNU-MERIT, The Netherlands Prof. Dr. Arnaldo José de Hoyos Guevara, Professor at Catholic University of São Paulo – “On the Brazilian natural knowledge economy”</p>			