FINAL PROGRAM
IFKAD 2009 AND IAC CONGRESS

TUESDAY - 17TH FEBRUARY 2009

09.00 – 10.00 Registration

10.00 – 10.15 Opening Welcome Speech
Jim HOUSTON, Chairman Intellectual Asset Centre, UK

10.15 – 11.00 Keynote Business Speaker
Debra AMIDON, Chair & CEO of Entovation International, UK

11.00 – 11.15 UK IPO

11.15 – 11.30 Morning refreshment and networking

11.30 – 13.00 Parallel Sessions

Open Source
Gerry Gavigan - Chair of the Open Source Consortium
Dominic Dryden - Olswangs
Jonathan Sage - IBM

Valuing IA in Public Sector Procurement
Michael Dean - MMS
Pauline Wilkie - SDP, Glasgow City Council
Amanda O’Brien - Education Director, CIPS
Willie Biggart - Really Delicious Food Co. Ltd.

IFKAD 1: IC Accounting, Reporting and Capitalization
E. Bolisani and A. Oltramari - University of Padova, Italy
Capitalizing Flows of Knowledge: Models and Accounting Perspectives
O.A. Altenburger and M.M. Schaffhauser-Linzatti - University of Vienna, Austria
Ratios on Intangibles as an Instrument for Budget Allocation: Conceptual Thoughts about Improvements for Austrian Public Universities
S. Robertson and B. Gemmell - Metis Parents Ltd, UK
Recognition of Intellectual Assets in Investment Sector
W. Rodgers and T.J. Housel - University of California / Naval Postgraduate School, USA
Converting Knowledge and Intangible Resources into Innovative Use by Analysts

INCAS Knowledge Cafe
Chair: Leif Edvinsson
Knowledge cafe with a wide range of INCAS participants sharing knowledge and experience

13.00 - 14.00 Lunch break

14.00 - 15.00 Parallel Sessions

Public sector initiatives. How to solve a problem like IA?
Gaby Rose, British Library
Jackie Maguire, Coller IP
Peter Martin, Junkk.com
New product development in IA management
Stephen Clarke - Clarke and Hartland
Michael Brand - Captum
Siobhan Jordan – Interfac

IFKAD 2: IC Innovation and Science Industry
F. Rinaldi and J. Beckwith - Evolution LS Ltd, UK
Value of Intellectual Assets to Life Science Companies
F. Valentin and R.L. Jensen - Copenhagen Business School, Denmark
Effects of Intellectual Asset Architectures on Valuation of Science-Based Start-Ups
C. Simone and L. Proietti - Università degli Studi di Roma "La Sapienza", Italy
Wholly Proprietary vs. Wholly Open Knowledge Strategies: some Empirical Evidence from Italian Biotech Firms
T. Mikkola, S. Svahn and O. Uusitalo - Tampere University of Technology, Helsinki School of Economics, Finland
Intellectual Capital Management Challenges of Regional Clusters in Emerging Business Fields
V. Albino, A. Messeni Petruzelli and D. Rotolo - Polytechnic of Bari, Italy
Managing Public Sector Initiatives for better procurement processes
Michael Dean, MMS
Andy Shilladay, Ayrshire
Ian Howie, Scottish Government
Dorothy Cowie, Scotland Excel

15.00 - 15.30 Afternoon refreshments and networking

15.30 – 16.00 Business Speaker
Peter EVANS - Director of Quality, Acting, Virgin Media

16.00 – 16.30 Business Speaker
Jerome ENGEL - University of Berkeley, USA

16.30 – 17.00 Closing Remarks
Sir Muir RUSSELL, - Principal, University of Glasgow

17.00 – 17.10 Close of the day
Iain RUSSELL - Chief Executive, Intellectual Assets Centre

19.00 - 23.00 Gala Dinner at Hilton Grosvenor Hotel, Glasgow
### FINAL PROGRAM
**IFKAD 2009 AND IAC CONGRESS**

**Wednesday - 18th February 2009**

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<td>Opening Welcome Speech</td>
<td>Maria WEIR, Intellectual Asset Centre, UK</td>
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<td>Keynote Speakers</td>
<td>Goran ROOS, Lund University, Sweden</td>
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<td>JC SPENDER, ESADE, Spain and Lund University, Sweden</td>
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<td>11.00 - 11.15</td>
<td>Morning refreshments and networking</td>
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<td>11.15 – 13.00</td>
<td>Parallel Sessions</td>
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<td>IFKAD 3: Intangibles, Innovation and Public Policy</td>
<td>J.L. Aguirre-Villafañá - Coordination of Science and Technology of Nuevo León, Mexico</td>
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<td>k-Government: Beyond Accountability and e-Government</td>
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<td>R.L. Bubbico - University of Manchester, UK</td>
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<td>Regional Innovation Policies in Mediterranean Europe: A Comparative Analysis of Four Case-Studies</td>
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<td>J.G. Vargas-Hernández - Centro Universitario de Ciencias Económico Administrativas, Mexico</td>
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<td>Co–operation and Conflict Between Firms, Communities, New Social Movements and the Role of Government</td>
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<td>D. Castrataro and S. Watson - Intellectual Assets Centre, UK</td>
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<td>A Knowledge Management Strategy</td>
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<td>L. Friedel - Tomas Bata University in Zlin, Czech Republic</td>
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<td>Regional Innovation Strategy of Zlin Region from IC Perspective: A Scope for Knowledge Cluster</td>
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<td>IFKAD 4: Mapping and Modelling Knowledge Asset Dynamics and Innovation</td>
<td>A. Mirzazadeh - Islamic Azad University, Iran</td>
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<td>A Multiple Items Inventory Model under Stochastic Inflationary Conditions</td>
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<td>R. Costa - University of Rome, Italy</td>
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<td>A Method to Evaluate the Efficiency and Productivity of the Intellectual Capital Management</td>
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<td>T. Leo, F. Pagliarecci and L. Spalazzi - Università Politecnica delle Marche, Italy</td>
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<td>e-Learning for Complex System Professionals: Material Knowledge Representation, Retrieval, and Building</td>
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<td>H. Lahinen and M. Koivuaho - Tampere University of Technology, Finland</td>
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<td>Knowledge Flow Audit as a Method for Measuring and Managing Knowledge Asset Dynamics</td>
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<td>D. Carlucci, G. Schiuma and F. Sole - University of Basilicata, Italy</td>
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<td>Knowledge Assets and Value Creation: Unlocking the Black Box through Making Maps</td>
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<td>IFKAD 5: IC and Innovation Capabilities</td>
<td>A. Lerro, G. Schiuma and R. Linzalone - University of Basilicata, Italy</td>
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<td>Modelling Organizational Innovation Capabilities: A Knowledge-Based Approach</td>
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<td>M. Paloma Sánchez, O. Basilio and C. Vivas - Autonomous University of Madrid, Spain</td>
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<td>Intellectual Capital and Innovation. A Literature Review for Policy Purposes</td>
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<td>M. Longo and M. Mura - University of Bologna, Italy</td>
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<td>Intellectual Capital and Innovative Capabilities. Does Health Care?</td>
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<td>P. Lindgren and K. Falck Saghaug - Aalborg University, Denmark</td>
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<td>The Implications Related to Different IC, Different Projects and Different Thinking Addressing the Common Core of IC</td>
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<td>IFKAD 6: IC and Performance Improvement</td>
<td>S. McLaughlin - University of Glasgow, UK</td>
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<td>Developing a Framework Assessing Innovative Capability within Complex Organizations</td>
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<td>M. Bratnicki and W. Dyduch - The Karol Adamiecki University of Economics, Poland</td>
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<td>Intangible Assets as a Source of Tangible Effects: Social Capital, Entrepreneurship and Performance in Polish Organizations</td>
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<td>A.-L. Mention - CRP Henri Tudor, Luxembourg</td>
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<td>Performance Measurement Systems and Organizational Configurations: In Search of a “FIT”</td>
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<td>K. de los Angeles Pablo Calderón and R. M. Hernández Vásquez – Univ. of Sierra Sur of the State of Oaxaca, Mexico</td>
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<td>The Intellectual Capital in Exporting Companies in the State of Oaxaca</td>
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<td>E. Claessen - Reykjavik University, Iceland</td>
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<td>Knowledge and Business Dynamics</td>
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13.00 - 14.00  Lunch break

14.00 – 16.00  Parallel Sessions

**IFKAD 7: Intangibles and Learning Communities**
- M.E. Albert Mercado et al. - Instituto Mexicano de Petróleo, Mexico
- Learning Communities and Expert Networks
- N. Yousaf and A. Raouf - University of Management and Technology, Pakistan
- Intellectual Asset Improvement: A Case Study
- G. Capece and D. Campisi - University of Rome "Tor Vergata", Italy
- Technological Change and Innovation Behaviour in High Level Education: An International Comparison between Italian and Portuguese Samples
- B. Theodoulidis and U. Ekweozor - Manchester Business School, UK

**IFKAD 8: Innovation, Networking and Business Value**
- J. Dobrický and D. Kral - STING ACADEMY, private business college, Czech Republic
- Value Management as a Tool of Intellectual Capital
- B. Wagner - UNESP – Universidade Estadual Paulista, Brazil
- AT The Productivity as Instrument of Competition: A Review about Aspects among Strategy, Competition and Manufacturing Applicable in Operations Management
- S. Strickland and B. Theodoulidis - Manchester Business School, UK
- Investigating the Role of CIO in Creating Business Value
- S. Durst and S. Guldenberg - University of Liechtenstein, Liechtenstein

**IFKAD 9: IC, Intellectual Property Rights and Sector Competitiveness**
- C. Yeh-Yun Lin - National Chengchi University, Taiwan
- Intellectual Capital “EEEC” Model and the Case of Franz Collection
- V. Sahay and Parineeta - Institute of Management Technology / 4th Year National Law Institute University, India
- Indian Traditional Knowledge- Save us from Patent Regime!!
- I.T. Lopes and A.M. Gomes Rodrigues - Politecnico Institute of Santarém / University of Coimbra, Portugal
- Intangible Resources in the Portuguese Air Transportation Sector
- J. Käpylä, E. Kaasinen, K. Lönnqvist and K. Väänänen-Vainio-Mattila - Tampere University of Technology, Finland
- Usability as a Driver of Customer Productivity in Mobile Business Services
- B. Manfred and W. Markus - Arbeitskreis Wissensbilanz / Competence Center Wissensmanagement, Germany
- Preliminary experiences with InCaS

**IFKAD 10: Human Capital and Organizational Performance**
- A.P. Volpentina and S. Ammirato - University of Calabria, Italy
- Leveraging Collaborative Creativity for Product Concept Design
- R. Gamerschlag and K. Moeller - Georg-August-Universitaet Goettingen, Germany
- The value added of Human Capital Reporting
- A. Sneddon and M. Weir - Alan Sneddon Consultancy Ltd. / Intellectual Asset Centre, UK
- A Framework for Intangible Assets Management Continuous Professional Development
- J. Wollersheim, E. Barthel and M. Rieser - Frankfurt School of Finance & Management, Germany
- Dynamic Capabilities in the Context of Mergers and Acquisitions
- B. Bigiardi, A.I. Dormio and G. Schiuma - University of Parma / University of Basilicata, Italy
- Knowledge Workers’ Job Satisfaction: Assessing the Role of Organizational Culture

16.00 - 16.15  Afternoon refreshments and networking

16.15 – 17.30  Roundtable Discussion: Navigating today’s Business Storm using an IC Compass
- Leif EDVINSSON - chair of the roundtable, UNIC Stockholm, Sweden
- Gavin McCUTCHEON - ITI Techmedia
- Debra AMIDON - Entovation
- Jacques VAN DER MEER - European Investment Bank
- Goran ROOS
- Robert HUGGINS - University of Cardiff
- Iain RUSSELL - Intellectual Asset Centre

17.30 – 17.45  Closing Remarks
- Giovanni SCHIUMA, University of Basilicata, Italy
- JC SPENDER, ESADE, Spain and Lund University, Sweden