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<td>9.30 – 10.00</td>
<td>CONFERENCE OPENING</td>
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<td>10.00 – 10.50</td>
<td>KEYNOTE SPEECH</td>
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<td>Fritz Straub - Deutsche Werkstätten Hellerau, GER</td>
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<td>10.50 – 13.30</td>
<td>PARALLEL SESSIONS</td>
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<td>[Room A]</td>
<td>VALUE CREATION &amp; HUMAN RESOURCES</td>
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<td>chair: Tale Skjølsvik</td>
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<td>Tale Skjølsvik, Karl Joachim Breunig</td>
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<td>Professional as agent and co-producer: Asymmetry and mutuality in the value creation of professional service firms</td>
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<td>Alexander Tonichev, Vitaly Cheremkov</td>
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<td>Networking in process of knowledge creation, development and sharing: focus on high-tech companies and organizations</td>
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<td>Nina Helander, Jussi Okkonen, Vilma Vuori, Niina Paavilainen, Johanna Kujala</td>
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<td>Enablers and Restraints of Knowledge Work - Does profession make difference?</td>
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<td>Nicole Oertwig, Mila Galeitzke, Fabian Hecklau, Holger Kohl</td>
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<td>Agile Competence Management for flexible Production Systems</td>
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<td>[Room B]</td>
<td>TECHNOLOGY &amp; ICT</td>
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<td>chair: Michal Krčál</td>
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<td>Justifying the Intangibles: Review of Information System Justification Research</td>
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<td>Sander Münster</td>
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<td>Research and education in visual humanities by using digital 3D reconstruction and visualization methods</td>
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<td>Ramon Reyes Carrion, Elio-Atenógenes Villaseñor, Mario Graff Guerrero</td>
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<td>Strategy for the automated diagnostic of the openness degree in government data</td>
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<td>Salvatore Ammirato, Cinzia Raso, Alberto Michele Felicetti, Alfredo Mazzitelli</td>
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<td>Enhancing bank security and safety: a knowledge based approach</td>
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<td>Volker Stich, Jan Siegers, Philipp Jussen</td>
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<td>[Room C]</td>
<td>TRACK - Organizational strategy and knowledge strategy: The cultural impact</td>
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<td>chair: Anikó Csepregi</td>
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<td>Juan Antonio Vargas Barraza, Luis Uriel Hernández Ramírez, Antonio de Jesús Vizcaíno</td>
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<td>Subversive Marketing and the Conscious Consumers</td>
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<td>Anikó Csepregi, Lajos Szabó</td>
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<td>Strategic management tools and techniques: the cultural influence</td>
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<td>Sanna Ketonen-Oksi</td>
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<td>Adapting service-based working culture as the key driver for organisational creativity and innovation</td>
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<td>Farag Edghiem, Khalid Abbas</td>
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<td>[Room D]</td>
<td>PhD Consortium</td>
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<td>chair: Antonio Lerro</td>
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<td>Surabhi Verma</td>
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<td>An extension of the Technology Acceptance Model (TAM) in the Big Data Analytics (BDA) system implementation environment</td>
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<td>Juan-Francisco Martínez-Cerdá, Joan Torrent-Sellens</td>
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<td>Estimating power-laws and network externalities between explicit and tacit knowledge in online education</td>
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<td>Sven Wuscher, Holger Kohl</td>
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<td>The development of a toolbox for assessing and communicating intellectual capital of SME in the context of the lending process of banks</td>
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<td>Maciej Rzadca</td>
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<td>The reasons of coopetition in low-tech industry</td>
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[Room E] TRACK - Innovations in Organizational Knowledge Management  
chair: Dmitry Kudryavtsev

Joel Bonales Valencia, Carlos Francisco Ortiz Paniagua, Joel Bonales Revuelta  
Lemon System Product’s Innovation in Networks Management  
Aleena Shuja  
The role of transformational leadership in organizational innovation through knowledge management practices  
Adrian Klammer, Stefan Gueldenberg  
Organizational unlearning and forgetting - a systematic literature review  
Anne Berthinier-Poncet, Luciana Castro Gonçalves, Liliana Mitkova  
Impact of Knowledge Brokering on Collaborative Innovation for Clusters Dynamics  
Katarzyna Dohn, Adam Guminski  
The method of knowledge deficits identification in logistic processes in machine-building industry enterprises

[Room F] KNOWLEDGE MANAGEMENT  
chair: Radoslav Škapa

Radoslav Škapa  
Identification of knowledge gaps in reverse logistics  
Antonio Palmiro Volpentesta, Alberto Michele Felicetti  
Analyzing app-based services providing consumers with food information  
G. Scott Erickson, Helen N. Rothberg  
Intangibles Dynamics, Identifying Effective Strategies by Industry  
Xi Wang, Cai Chang, Yang Zhiqing  
On effective property rights, tax and transformation of Chinese property rights - An analysis from perspective of incomplete property rights and informal property rights

[Room G] PERFORMANCE & INNOVATION  
chair: Peter Lindgren

Jan Brzóska, Sławomir Olko  
Conception and Implementation of Regional Innovation Strategy based on smart specialisations. The Case of Słaskie Voivodeship  
Peter Lindgren, Jesper Bandsholm, Anna Beth Aagard, Ole Horn Rasmussen  
How to establish knowledge sharing in the second phase of a critical and risky Network-based Business Model Innovation project  
Sami Kajalo, Sampo Tukiainen, Jukka I. Mattila  
The impact of management consulting on organizational performance: a structural model approach  
Oliver Mauroner  
Design Thinking as innovation methodology - a historical-theoretical reappraisal  
Yanqiu Song, Guijun Li, Aijing Ran, Ting Gao  
Impact of Public Policies on Innovative Enterprises in China: Key Elements for Enterprise Development as Mediators

13.00 – 14.30
14.30 – 15.45
PARALLEL SESSIONS

[Room A] TRACK - Generating Knowledge from Big Data  
chair: Kai Heinrich

Mladen Amović, Miro Govedarica, Vladimir Pajić, Slavko Vasiljević  
Spatio-Temporal Types of Data in Big Data Paradigm  
Cristina Mazzoli, Emanuele Lettieri, Diego Zecchino  
Evidence-Based Knowledge Generation from Health Administrative Databases: The case of High/Low Performing Hospitals  
Afshaneh Roshanghab, Emanuele Lettieri, Federica Segato, Cristina Masella  
Big data in healthcare: results and directions for further research from a systematic literature review

[Room B] TRACK - Creative Architectures for Knowledge Transfer and Learning  
chair: Rossella Canestrino

Jorge Chue-Gallardo, Augusto Ernesto Bernay-Alva  
KTIT: A model to manage learning platform using multi-agents system at a Latin America’s university
Alena Klapalová
A framework of systematic innovative thinking for reverse flows and problems solving
Marc Oliver Stallony, Jens Hinrich Hellmann
Scientific Communication - University goes to Town

[Room C] TRACK - Organizational strategy and knowledge strategy: The cultural impact
chair: Anikó Csepregi

Lidia Petrova Galabova
Knowledge strategy perspective of organisational culture
Viktória Horváth
Knowledge typology in project environment

[Room D] TRACK - Visual knowledge media
chair: Sander Münster

Ying Sun
Generating implications for design in practice: How different stimuli are retrieved and transformed to generate ideas
Bettina Kirchner, Jan Wojdziak, Mirko de Almeida Madeira Clemente, Rainer Groh
Graphing Meeting Records - An Approach to Visualize Information in a Multi Meeting Context
Patric Maurer, Antonio Christine Raida, Ernst Lücker, Sander Münster
Visual media as tool to acquire soft skills - interdisciplinary teaching-learning project SUFUvet

[Room E] TRACK - Creative Coordination
chair: Anne Pässilä

Riikka Nissi, Jukka-Pekka Heikkilä
Constructing organizational realities: Interaction, meaning making and liminality in personnel training
Monica Biagioli, Allan Owens, Anne Pässilä
Zines as qualitative forms of analysis
Susana Vasconcelos Tavares, Anne Pässilä, Allan Owens, Filipa Pereira
Arts in the Military - A theatrical Performance Exercise

[Room F] INTELLECTUAL CAPITAL
chair: Tatiana Garanina

Tatiana Andreeva, Tatiana Garanina
Does Interaction between Intellectual Capital Elements Influence Performance of Russian Companies?
Carlos Jardon, Mariia Molodchik, Daria Skidnova
Intellectual capital and product novelty: empirical evidence from Russia
Antonio de Jesús Vizcaino, José Sánchez Gutiérrez, Juan Antonio Vargas Barraza, Elsa Georgina González Uribe
The Intellectual Capital and its Relationship with the Competitiveness: A Study in Higher Education of Mexico

15.45 – 17.00 PARALLEL SESSIONS

[Room A] ORGANIZATIONAL LEARNING
chair: Øivind Revang

Øivind Revang, Johan Olaisen
Dynamic Organizational Development - The Role of Data, Information and Knowledge
Karl Joachim Breunig, Leva Martinkenaite
Beneath the surface: Exploring the role of individuals learning in the emergence of absorptive capacity
Valter Cantino, Damiano Cortese, Francesca Ricciardi
Managing knowledge in tourism destination networks: the potential of theoretical diversity

[Room B] TRACK - Creative Architectures for Knowledge Transfer and Learning
chair: Pierpaolo Magliocca

Arūnas Augustaitis
Formula 3C: "Creativity - Creative Knowledge - Communication"
Gabriella Piscopo, Rocco Palumbo, Gabriella Ambrosino
Theatre in Prison as a Virtual Place of Knowledge Creation
Mauro Romanelli
New Technologies for Social and Learning Museums
[Room C] TRACK - Unpacking the black box of creativity process: people, physical environments and ICT  
chair: Alena Siarheyeva

Torsten Holmer  
Cooperative Buildings and Creativity  
Alena Siarheyeva, Guillaume Perocheau  
Creative learning spaces, practicing theory and theorizing practice  
Jörg Rainer Noennig, Michael Wicke, Sebastian Wiesenhütter  
Post-occupational study for TU-Dresden innovation sheds

[Room D] KNOWLEDGE MANAGEMENT  
chair: Tatiana Gavrilova

Antti Lönnqvist  
The practice of managing a knowledge-intensive organization - the role of knowledge management  
Piera Centobelli, Roberto Cerchione, Emilio Esposito  
Intensity of use of knowledge management systems in supply firms: a methodological approach and empirical analysis  
Tatiana Gavrilova, Artem Alsufyev, Liudmila Kokoulina  
Specifics of knowledge management lifecycle in Russia: a pilot study

[Room E] TRACK - Creative Coordination  
chair: Allan Owens

Mary Ann Kernan  
Collaboration and aesthetic pedagogy: A grounded theory analysis of creative group performances in a Masters programme in Innovation, Creativity and Leadership  
Päivi Maria Seppänen, Riitta Forsten-Astikainen  
Achieving the Future Strategic Competences Visible in Clay Workshop

17.00 – 17.30  
COFFEE BREAK

17.40 – 18.30  
KEYNOTE SPEECH

Tatiana Gavrilova - St. Petersburg University, RUS

20.30 – 22.30  
WELCOME RECEPTION

- (Royal Palace Chapel, Taschenberg 2, 01067 Dresden)
Thursday 16 June 2016

09.30 – 11.10 PARALLEL SESSIONS

[Room A] TRACK - New learning cultures, competence development; high performance organizations
chair: Aylin Gözalan

Vincenzo Corvello, Piero Migliarese, Emanuela Scarmozzino
The relevance of organizational learning culture for performance: an empirical analysis on high-tech companies
Kaja Prystupa
National vs organizational culture
Claudia Bremer, Joachim Niemeier
Corporate Learning 2.0 MOOC: An open online courses on formal and informal learning in organisations

[Room B] TRACK - Creative Architectures for Knowledge Transfer and Learning
chair: Cristina Simone

Ahmet Can Özcan, Onur Mengi, Deniz Deniz
Design Grafting as a Method for Cultural Cluster Development
Rossella Canestrino, Angelo Bonfanti, Pierpaolo Magliocca, Leila Oliaee
Networks for Social Innovation: devoting "learning spaces" to social aims
Angela Bonfanti, Rossella Canestrino, Pierpaolo Magliocca
Developing knowledge through industrial archaeology: Evidence from Italy
Mario Calabrese, Pierpaolo Magliocca, Cristina Simone
From individual to organization: the nesting architecture of T-shaped capacities in the knowledge economy

[Room C] TRACK - Unpacking the black box of creativity process: people, physical environments and ICT
chair: Guillaume Pérocheau

Hong Y. Park, Il-Hyung Cho, Sonia Park
Knowledge, Creativity and the Market for Entrepreneurs in ITC Industry
Francesco Bolici, Nello Augusto Colella
Digital-craft: how a startup creates innovation by combining traditional craft skills and technological capabilities
Youri Havenaar, Ingrid Mulder, Han van der Meer
New Dutch Makers: (Social) empowerment through making

[Room D] TRACK - Managing knowledge integration and disruptive change in emerging markets
chair: Ashish Malik

Ashish Malik, Rebecca Mitchell, Brendan Boyle
Innovating through contextual ambidexterity: Case study of health care firms in India
Vidya S. Athota, Ashish Malik, Julia Connell
Closing the Innovation Gap: A Human Capital Perspective
Uta Wehn et al
Knowledge Management of WOPping Water Operators: Case studies in Brazil, Uganda and Kenya
Anna Bykova, Carlos M. Fernandez-Jardon
Investigation of the corporate performance gap between foreign- and domestic-owned firms: the evidence from Russian companies

[Room E] INDUSTRY & ENTREPRENEURSHIP
chair: Ernesto De Nito

Iciar Pablo-Lerchundi, Gustavo Morales – Alonso, Hakan Karaoğlan
Effect of parental occupation and cultural values on entrepreneurial intention: A multicultural study across Spain, Italy and Germany
Paolo Canonico, Ernesto De Nito, Vincenza Esposito, Mario Pezzillo Iacono
Understanding knowledge integration in engineering innovation projects: a case study from the global avionics industry
Biagio Ciao
Embrained Knowledge Defining the Boundaries of Small Firms

[Room G] TRACKS - Knowledge Communities 1 and 2
chair: Thomas Köhler

Interactive opening, keynote, community games and beyond
11.30 – 13.35 PARALLEL SESSIONS

[Room A] TRACK - New learning cultures, competence development; high performance organizations
chair: Peter Pawlowsky

Henri Inkinen, Paavo Ritala, Mika Vanhala, Aino Kianto
Intellectual capital, knowledge management practices and firm performance
Johan Olaisen, Oivind Revang
Virtual Global Teams as Value Creating Tools for Knowledge Sharing and Innovation
Hanno Schombacher et al.
Continuous Knowledge Transfer - a pragmatic approach to knowledge sharing in the European Patent Office

[Room B] TRACK - Architecture under demographic change: Interdisciplinary research as a key factor to create elderly-friendly healthcare environments
chair: Gesine Marquardt

Elisa Rudolph, Gerrie KleinJan, Stefanie Kreiser
Human - architecture - technology - interaction for demographic sustainability
Congsi Hou
The impact of architectural environment on behaviors of people with dementia - a quantitative exploratory research on adult day-care centers
Anna Szewczenko
Functional requirements of the geriatric ward in respect of elderly patient’s needs
Helianthe Kort
Capturing values for enriched environments for frail old people
Masi Mohammadi, P.F.H. van Hout, T. van Lanen, F.R. Verbeek
Smart Architectural Adaptations: smart enablers for revitalizing existing houses to lifelong homes

[Room C] BUSINESS & ORGANIZATIONAL LEARNING
chair: Gianluca Lorenzo

Anastasia Krupskaya
New Service Development in KIBS Companies: Insights from a Case Study Analysis
Andrea Nespca, Maria Serena Chiucchi
Business Intelligence systems and Management Accounting change: evidence from Italian consulting companies
Sabrina Bonomi, Cecilia Rossignoli, Francesca Ricciardi
The emergence of adaptive management as a key success factor in science & technology parks: an Italian case
Alessandra Zardini, Cecilia Rossignoli, Francesca Ricciardi
The dynamism of the intangibles and the adaptive innovation of the business model
Gianluca Elia, Gianluca Lorenzo, Gianluca Solazzo
Continuous and real-time monitoring of learners’ satisfaction: an application of Big Data in the e-learning domain

[Room D] TRACK - Organizational strategy and knowledge strategy: The cultural impact
chair: Lajos Szabó

Rubens Pauluzzo, Maria Rosita Cagnina
Cultural dynamics and their impact on knowledge and organizational strategies of multinational corporations
Rocco Reina, Concetta Lucia Cristofaro, Marzia Ventura
The impact of educational and training program on cultural context: the role of Italian Universities
Henning Staar, Pia Keyers, Monique Janneck, Marina Mattera
"Emotions online or offline?" - A cross-cultural investigation of emotional labor and emotion display rules in virtual teams
Fernanda Pauletto D’Arrigo, Ana Cristina Fachinelli, Cintia Paese Giacomello
Explorative and exploitative knowledge sharing in Brazilian family business
Evelin Priscilla Trindade, Fernando Alvaro Ostuni Gauthier, Marcelo Macedo
Alternatives for Knowledge Management Implementation in SME’s: A Case Study With Tree Enterprises of Santa Catarina State
[Room E] **START-UP & INNOVATION**

**chair:** Salvatore Ammirato

Alberto Michele Felicetti, Salvatore Ammirato, Cinzia Raso, Heli Aramo-Immonen, Jari J. Jussila
Being a Start-upper in Italy: motivations, obstacles and success factors

Christoph Dotterweich, Philip J. Rosenberger III, Hartmut H. Holzmüller
Evaluation of Comprehensive Social Innovation Projects: The Case of a Local German Start-up Initiative

Nathalie Colasanti, Rocco Frondizi, Marco Meneguzzo
The "crowd" revolution in the public sector: from crowdsourcing to crowdstorming

Erik Steinhäfel, Henri Inkinen
Business Model Innovation: An Intellectual Capital Perspective

[Room F] **KNOWLEDGE MANAGEMENT**

**chair:** Antti Lönnqvist

Antonio Bassi, Daiana Pirastu, Hannimmon Bianchi, Marianna Della Croce
Project Management Maturity Model - How to analyse and improve the maturity in project management - Switzerland Key Study

Meliha Handzic, Senada Dizdar
Knowledge Management Meets Humanities: Analysis and Visualisation of Diplomatic Correspondence

Alessandro Narduzzo, Gianni Lorenzoni
Physical artifacts, exaptation and innovation as novel recombination

Marzena Kramarz, Włodzimierz Kramarz
The role of flagship enterprises in knowledge management in a distribution network in the context of strengthening the resilience of supply chains

[Room G] **TRACK - Knowledge Communities 1 - Knowledge Management**

**chair:** Nina Kahnwald

Holger Kohl, Ronald Orth, Johanna Haunschild, Hans Georg Schmieg
Two steps to IT transparency: A practitioner's approach for a knowledge based analysis of existing IT-landscapes in SME

Thomas Köhler, Thomas Weith, Lisette Härtel, Nadin Gaasch
Social media and sustainable communication. Rethinking the role of research and innovation networks

Stefan Ehrlich, Jens Gärtner, Eduard Daoud, Alexander Lorz
Process Learning Environments

Eric Schoop et al
Consolidating eLearning in a Higher Education Institution: An Organisational Issue integrating Didactics, Technology, and People by the Means of an eLearning Strategy

13.35 – 14.30 **LUNCH**

14.30 – 15.30 **KEYNOTE SPEECH**

*Clive Holtham - Cass Business School, City University London, UK*

"New Ways of Knowledge: beyond the classic paths"

15.40 – 17.00 **OPEN CONFERENCE ON BUSINESS MODEL INNOVATION**

17.00 – 18.00 **ROUND TABLE - Wrestling Debate on “4.0 – The Internet of Everything”**

20.30 – 23.30 **SOCIAL DINNER**

- **HELLERAU, Moritzburger Weg 67, 01109 Dresden (bus transfer)**
## Friday 17 June 2016

### PARALLEL SESSIONS

**Room A**  | **ART & CREATIVITY**  
Chair: Elmar Holschbach  

- **Elmar Holschbach, Dirk Dobiéy**  
  Can companies learn from creative disciplines? - Differences in innovation management between business and art

- **Martin Fitzgerald, Ashish Malik, P.J. Rosenberger III**  
  Australian smart work hubs and sustainable regional economic development: the role of smart space design, actor interaction and digital communication technologies in the innovation process

- **Virpi Sorsa, Heini Merkkiniemi, Nada Endrissat**  
  Little less conversation, little more action: Musical intervention as space for play and embodied communication

- **Jörg Rainer Noennig, Anja Jannack, Peter Schmiedgen, Florian Sägebrecht, Norbert Rost**  
  Visioneering Urban Future

**Room B**  | **TRACK - Visual knowledge media**  
Chair: Sander Münster  

- **Sander Muenster, Florian Niebling**  
  Building a Wiki resource on digital 3D reconstruction related knowledge assets

- **Anja Jannack, Jörg Rainer Noennig, Torsten Holmer, Christopher Georgi**  
  Ideagrams: A digital tool for observing and visualising ideation processes

- **Mieke Pfarr-Harfst**  
  Behind the datat - preservation of the knowledge in CH Visualisations

- **Cindy Kröber, Kristina Friedrichs, Nicole Filz**  
  HistStadt4D - A four dimensional access to history

**Room C**  | **TECHNOLOGY & ICT**  
Chair: Monique Janneck  

- **Shihui Feng, Liaquat Hossain, Rolf T. Wigand**  
  Social Media in Syrian Refugee Crisis

- **Anida Krajina, Dusan Mladenovic, Julia Kunze, Mark Ratilla**  
  Collecting online behavioural empirical data in order to utilize social media presence

- **Maik Grothe, Henning Staar, Monique Janneck**  
  How to treat the troll? An empirical analysis of counterproductive online behavior, personality traits and organizational behavior

**Room D**  | **TRACK - SynCity2016: Knowledge-based Methods for Urban Data Synchronisation and Future City Visioning**  
Chair: Jörg Rainer Noennig  

- **Gaurav Raheja, Katharina Borgmann**  
  Urban Transformations in Left Over Spaces – Explorations through a space syntax perspective

- **Yoshikazu Hata, Yoshiaki Sato, Masahiro Tokumitsu, Yoshiteru Ishida**  
  Evacuation Support System based on Multi-Agent Simulation with GIS

- **Francisco de la Barrera, Cristian Henriquez**  
  "Labeling" the context to stimulate smart decisions: quantification and communication of ecosystem services provided by urban parks

**Room E**  | **TRACK - Knowledge Communities 2 - Online Education**  
Chair: Eric Schoop  

- **Teresa Anna Rita Gentile, Ernesto De Nito, Walter Vesperi**  
  A survey on Knowledge Management in Universities in the QS Rankings: E-learning and MOOCs

- **Daniela Pscheida, Sabrina Herbst, Thomas Köhler, Marlen Dubraw, Katharina Zickwolf**  
  MOOC@TU9 Common MOOC strategy of the alliance of the nine leading German Institutes of Technology

- **Matthias Heinz, Anne Jantos, Eric Schoop, Ralph Sonntag**  
  Migration to the Flipped Classroom - Creating a scalable Flipped Classroom Arrangement

- **Helge Fischer, Matthias Heinz, Lars Schlenker, Fabiane Follert**  
  Gamify Higher Education. Beyond Badges, Points and Leaderboards
**IFKAD 2016 – FINAL PROGRAM**

| Room F | TRACK - Internet of Things and Culture: Innovation in service experience  
chair: Francesco Bifulco  
Juan Mejía-Trejo, Gonzalo Maldonado-Guzmán, José Sánchez-Gutiérrez  
Innovation and Digital Marketing in Guadalajara, México  
Rosangela Feola, Roberto Parente, Valter Raspega  
Internet of Things development and co-evolution strategies between incumbent and new entrepreneurial firms  
Marco Tregua, Tiziana Russo Spena, Francesco Bifulco, Cristina Caterina Amitrano  
Internet of Things as a “rhabdomancy rod” for smart ecosystems  
Tiziana Russo Spena, Cristina Caterina Amitrano, Marco Tregua, Francesco Bifulco  
Enriching the service cultural experiences through augmented reality |
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| **12.20 – 13.35** | **PARALLEL SESSIONS**  
**[Room A]** TRACK - Big Data: the Business Challenge  
chair: Andrea De Mauro  
Giustina Secundo, Pasquale Del Vecchio, John Dumay, Giuseppina Passiante  
Intellectual Capital in the Age of Big Data  
Andrea De Mauro, Marco Greco, Michele Grimaldi, Giacomo Nabilii  
Beyond Data Scientists: a Review of Big Data Skills and Job Families  
Davide Aloini, Riccardo Dulmin, Valeria Mininno, Pierluigi Zerbino  
Big Data: a proposal for enabling factors in Customer Relationship Management  
Ylenia Maruccia, Gloria Polimeni, Giovanni Battista Pansini, Marco Cammisa, Felice Vitulano  
Big Data in Law: how to support banks in a decision making process  
Gloria Polimeni, Ylenia Maruccia, Marco Cammisa, Felice Vitulano  
Big Data & Companies: new strategies for marketing and customer care  
**[Room B]** TRACK - Big data, culture, creativity in a gender perspective  
chair: Paola Demartini  
Gabriele Serafini  
Neoclassical Theory and the female entrepreneurship as independent factor of production. A systematic review of the economic models  
Francesca Maria Cesaroni, Paola Demartini, Paola Paolini  
Women in business and social media: state of the art and research agenda  
Paola Paolini, Federica Doni, Carlo Drago  
Gender Diversity Indicator, Corporate Environmental and Financial Performance: Evidence from Europe  
Daniela Coluccia, Stefano Fontana, Silvia Solimene  
The presence of female directors and their culture on boards. An empirical analysis on Italian public companies  
**[Room C]** TRACK - The Role of Social Media in KM: Exploring Benefits and Challenges  
chair: Susanne Durst  
Jari J. Jussila, Heli Aramo-Immonen, Olli Rouvari, Pasi L. Pormka, Salvatore Ammirato  
Does strategic and innovative fit indicate smart social media use in a company?  
Ettore Bolisani, Enrico Scarso, Antonella Padova  
Cognitive Overload and Related Risks of Social Media in Knowledge Management Programs  
Andrea Venturelli, Rossella Leopizzi, Fabio Caputo  
The role of WEB 2.0 in the evaluation of stakeholder engagement  
Vincenzo Corvello, Emanuela Scarmozzino  
Social media as a driver of start-ups knowledge processes: an analysis based on Intellectual Capital  
Helio Aisenberg Ferenhof, Susanne Durst, Roozbeh Hesamamiri  
The impact of social media on knowledge management  
**[Room D]** TRACK - SynCity2016: Knowledge-based Methods for Urban Data Synchronisation and Future City Visioning  
chair: Monika Kustra  
Monika Kustra, Dominika P. Brodowicz  
Implementing smart city concept in the strategic urban operations - the case of Warsaw  
Magdalena Wagner  
Supporting strategy making |
**TRAILS**

- Traveling innovation labs and services for SMEs and educational institutions in rural regions

**Urban Business Modelling**

- Innovative methods and new technology in urban research - an interdisciplinary reflection on the ‘action camera’-approach

**TRACK - Knowledge Communities 2 - Online Education**

- Chair: Thomas Köhler

**Virtual international learning experience in formal higher education - A case study from Jordan**

**Analysing e-Collaboration: Prioritisation of Monitoring Criteria for Learning Analytics in the Virtual Classroom**

**Sifa-Portfolio - a continuing education concept for specialists on industrial safety combining formal and informal learning**

**TRACK - Innovations in Organizational Knowledge Management**

- Chair: Ettore Bolisani

**Where the new practices are leading KM? The case of crowdsourcing**

**Intellectual Property Protection and knowledge sharing via Technology Transfer: Analysis of China’s high-tech industry**

**Knowledge-based Activities of Innovation Managers: An Empirical Analysis**

**Knowledge domains, types and tools: an interrelation attempt**

**13.35 – 15.00 LUNCH**

**15.00 – 15.50 KEYNOTE SPEECH**

- Kathrin Moeslein - University of Erlangen-Nuremberg, GER

**15.50 – 16.30 BUSINESS MODEL INNOVATION SHOW + AWARDS**

**16.30 – 17.00 CONFERENCE CONCLUSIONS & CLOSING REMARKS**

**Saturday 18 June 2016 – FUTURE CITY SUMMIT**

**14.00 – 14.45 PRESENTATION OF FUTURE CITY PROJECTS IN DRESDEN**

**14.45 – 16.00 FUTURE GAME AND COFFEE BREAK**

**16.30 – 17.30 VISION CLUB WITH GIOVANNI SCHIUMA (MATERA)**