Societal Impact of Knowledge and Design

4-6 July 2018 - Delft, Netherlands
Delft University of Technology
IFKAD 2018 – WEDNESDAY 4 July 2018
13th edition of the International Forum on Knowledge Asset Dynamics:
Societal Impact of Knowledge and Design

9.30 – 10.00  Conference Opening & Welcome  [Joost v/d Grrinten Lecture Theatre]

10.00 – 10.50  KEYNOTE SPEECH  Wim Van Saarloos – Leiden University, Netherlands  [Joost v/d Grrinten Lecture Theatre]

“The Dutch poldermodel of science and science organization – reassessing its pros and cons in a time of international reorientation”

10.50 – 11.05  Coffee Break & Networking  [IO Main Hall]

11.05 – 12.45  PARALLEL SESSIONS
[Han Dirken]
Knowledge and human resources practices
Chair name: Ernesto De Nito
Filomena Buonocore, Davide de Gennaro, Ernesto De Nito, Alessandro Hinna
The behavior of public leaders working in uncertain contexts
Majang Palupi, Heru Kurnianto Tjahjono, Fauziyah, Punang Amariupu
Experimental Study of Distributive and Interactional Justice Influences on Dysfunctional Behaviour of Millennials
Andrea Bencskik, Andrej Hevesi, Peter Molnar
Correlation between Knowledge Sharing Willingness and (Intrinsic – Extrinsic Motivated) Life Goals

[Studio 14]
Value Creation
Jouni Lyly-Yrjänäinen, Leena Aarikka-Stenroos, Teemu Laine
Assessing Customer Perceived Value at the Early Stages of the Product Development Process
Əlvind Revang, Johan Olaisen
Facilitating Knowledge Work for Dynamic Value Creation - A Semantic Approach
Arni Surwanti, Nuryakin, Siswoyo Haryono
Do the capital structure mediate firm’s characteristics on companies' value? a study in southeast Asia
Liša Petrova Galabova
Strategic value of design: an intellectual capital perspective

[Studio 15]
Innovation
Guillermo Antonio Davila, Tatiana Andreeva, Gregório Varvakis
How are ICT-based knowledge governance mechanisms improving absorptive capacity and organisational outcomes?
Johanna Haunschild, Laura Kreiling
ENRICH Community Building – Development of a Decision Support Tool for Membership Selection
Bernhard Smandek, Andreas Barthel, Thomas Damitz, Taynah Lopes de Souza
Technology Transfer Impact Determination in the Public Sector by Quantitative and Survey-Based Indicators
Francesca Jacobone, Beatrice Elia, Gabriella Ferruzzi
The project financing in the energy autonomy strategies: new approaches and key implications for innovation policies

[Joost v/d Grrinten]
The role of KM in the age of digital transformation
Aleena Shuja, Naveed Yazdani, Aleema Shuja
Investigating Resilience and Performance of Emergent Financial Technology Startups Endorsed by Entrepreneurial Orientation and Knowledge Management
Jenny R. Gisy, Dieter H. Früauff, Marion Kahrens
Tackling digital accounting process complexity with knowledge management: An analysing framework
Maria Luce Luptetti, Maria Franca Norese, Xiaolu Wu
A video-based assessment of likeability and usability in playful applications of robots for children
Fred Strønen, Vilde Haltor Rønning, Karl Joachim Breunig
Digital transformation and innovation capabilities in the financial sector
**12.45 – 13.50**  **Lunch**  
[IO Main Hall]

**13.50 – 14.40**  **Keynote Speech**  
Ena Voûte - Delft University of Technology, Netherlands  
[Joost v/d Grinten Lecture Theatre]  
“Impact through Design at the Faculty of Industrial Design Engineering, TU Delft”

**14.40 – 16.20**  **Parallel Sessions**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
<th>Chair Name</th>
<th>Presenters/Topics</th>
</tr>
</thead>
</table>
The influence of social ties strength on the absorptive capacity of social enterprises: a multiple case studies of social enterprises in Thailand  
Aleema Shuja, Ijaz A. Qureshi, Aleena Shuja, Mike Whitty  
Securing the resilience of NGOs through social capital and enterprise systems thinking with improved organizational learning - An investigation from Pakistan  
John Dumay  
Using knowledge management to address “wicked” problems  
Fauziyah, Majang Palupi, Heru Kurnianto  
Tjahjono, Punang Aripuja  
Global Warming Prevention Efforts as Implementation of Individual Social Responsibility (ISR) of Services Users of Motor Vehicle Workshop |
|            | Managing knowledge risks in organizations | [Studio 14]  | Malgorzata Zieba                    | Susanne Durst, Malgorzata Zieba, Helio Aisenberg  
Knowledge Risk Management in Organizations  
Constantin Bratianu  
Hannibal ante portas and the knowledge risk framework  
Bruna Devens Fraga, Gregorio Varvakis, Denilson Sell  
Framework for analyzing critical knowledge related to the potential of organizational resilience |
Research Methods for the Design of Smart Environments: a Comparison Between Two Types of Buildings  
Seyedeh Zahra Zamani, Susanne Durst, Pia Ulvenblad  
Supporting and hampering factors with regard to innovation in emerging countries: Insights from a systematic literature review  
Cecilia Morales-Del-Rio, Juan Mejia Trejo  
Key factors of eWOM on the consumer making-decision process |
|            | Knowledge-based strategic and project management | [Joost v/d Grinten] | Victoria Horvath | Lajos Szabó  
The role of PMOs as knowledge management centers in strategic project management  
Tuija Rantala, Kati Valokari, Katri Valkokari  
Transforming Data into New B2B Business Opportunities  
Antonia Bassi, Silvia Vigato, Moreno Bonetti, Luca Buffoni, Gianni Lucia, Riccardo Vaccargiu  
PMO and Project Success - The importance of a project management structure  
István Csendes  
Implementing Project Portfolio Management – The Case of Hungarian Banking Sector |
### IFKAD 2018 – WEDNESDAY 4 July 2018

**13th edition of the International Forum on Knowledge Asset Dynamics:**

**Societal Impact of Knowledge and Design**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.20 – 16.40</td>
<td>Coffee Break &amp; Networking</td>
<td>[IO Main Hall]</td>
</tr>
<tr>
<td>16.40 – 18.20</td>
<td><strong>PARALLEL SESSIONS</strong></td>
<td></td>
</tr>
<tr>
<td>[Han Dirken]</td>
<td>Knowledge 4.0 – Managing knowledge for digitally enabled value creation of SMEs, Start-ups and networks</td>
<td></td>
</tr>
<tr>
<td>Chair name: Klaus North</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[Studio 14]</td>
<td>Organization design and strategic knowledge management</td>
<td></td>
</tr>
<tr>
<td>Chair name: Krishna Venkitachalam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[Studio 15]</td>
<td>Organizational Knowledge &amp; Learning</td>
<td></td>
</tr>
<tr>
<td>Chair name: Román Calvo-Morales</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[Joost v/d Grinten]</td>
<td>Knowledge-based strategic and project management</td>
<td></td>
</tr>
<tr>
<td>Chair name: Lajos Szabo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Klaus North, Nekane Aramburu, Oswaldo Lorenzo, Iñaki Garagorri</td>
<td>Promoting digitally enabled growth in SMEs: a framework proposal</td>
<td></td>
</tr>
<tr>
<td>Jonathan Masior</td>
<td>Analysis of Design Requirements on the Integration of Technology Databases</td>
<td></td>
</tr>
<tr>
<td>Thomas Hardwig, Stefan Klötzer, Margarete Boos</td>
<td>Software-Supported Collaboration: A New Way of Working in Small and Medium-Sized Enterprises</td>
<td></td>
</tr>
<tr>
<td>Steve Borgatti, Fabio Nonino, Giulia Palombi</td>
<td>The Impact of Social Relationships and Incentives on Small Groups’ Knowledge Sharing Dynamics</td>
<td></td>
</tr>
<tr>
<td>Giuseppe Cappiello, Raffaele Corrado, Antonio Dood</td>
<td>Knowledge transfer when the plug is disconnected</td>
<td></td>
</tr>
<tr>
<td>Román Calvo-Morales, Davinia Hernández-Leo, Patricia Santos, Laura Carricero</td>
<td>Understanding how employees interact with a microlearning app in automotive workplace context</td>
<td></td>
</tr>
<tr>
<td>Juan Gabriel Cegarra-Navarro, Manlio Del Giudice, Anthony Wensley, Maria Teresa Sánchez-Pola</td>
<td>Overcoming Knowledge Barriers by Continuous Learning: Lessons from Patients</td>
<td></td>
</tr>
<tr>
<td>Eniko Varga, Zoltán Barácskai</td>
<td>Cyber DIY: Learner expectation patterns in new knowledge selection and validation</td>
<td></td>
</tr>
<tr>
<td>Yasmina Khadir-Poggi</td>
<td>A Marxist perspective on organisational knowledge</td>
<td></td>
</tr>
<tr>
<td>Arkady Trachuk, Natalia Linder</td>
<td>Assessment of the impact of foreign credit institutions on the performance of domestic banks: Empirical analysis results</td>
<td></td>
</tr>
<tr>
<td>Juan Gaytán-Cortés, Antonio de Jesús-Vizcaino, Juan Antonio Vargas-Barraza</td>
<td>Strategic factors of the Capital structure of the manufacture, services and communication sector in Mexico</td>
<td></td>
</tr>
<tr>
<td>Viktória Horváth</td>
<td>Project management competence in standards – a comparative analysis</td>
<td></td>
</tr>
<tr>
<td>18.30 – 21.00</td>
<td><strong>WELCOME RECEPTION</strong></td>
<td>- Delft University of Technology - [IO Main Hall]</td>
</tr>
<tr>
<td>9.30 – 11.35</td>
<td>PARALLEL SESSIONS</td>
<td></td>
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<tr>
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<td></td>
</tr>
<tr>
<td>[Studio 12]</td>
<td>Knowledge Management in Education</td>
<td></td>
</tr>
<tr>
<td>Chair name:</td>
<td>Ismail AL-Taharwa</td>
<td></td>
</tr>
<tr>
<td>Title:</td>
<td>Distance learning in Italian universities: state of the art and future perspectives</td>
<td></td>
</tr>
<tr>
<td>Authors:</td>
<td>Chiara Fantauzzi, Nathalie Colasanti, Gloria Fiorani, Rocco Frondizi</td>
<td></td>
</tr>
<tr>
<td>[Studio 13]</td>
<td>Managing Knowledge in Supply Chain at the era of Digital Transformation and Industry 4.0</td>
<td></td>
</tr>
<tr>
<td>Chair name:</td>
<td>Roberto Cerchione</td>
<td></td>
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<tr>
<td>Title:</td>
<td>How to align enterprise knowledge and KMSs in supply chains facing digital transformation: A strategic decision-making tool</td>
<td></td>
</tr>
<tr>
<td>Authors:</td>
<td>Piera Centobelli, Roberto Cerchione, Emilio Esposito</td>
<td></td>
</tr>
<tr>
<td>[Studio 14]</td>
<td>Organizational Unlearning: Opportunities and Interdisciplinary Perspectives</td>
<td></td>
</tr>
<tr>
<td>Chair name:</td>
<td>Thomas Grisold</td>
<td></td>
</tr>
<tr>
<td>Title:</td>
<td>Putting intentional organizational forgetting to an empirical test: Using experimental designs to measure forgetting of organizational routines.</td>
<td></td>
</tr>
<tr>
<td>Authors:</td>
<td>Annette Kluge, Arnulf S. Schueffler, Christof Thim, Gergana Vladova, Norbert Gronau</td>
<td></td>
</tr>
<tr>
<td>[Studio 15]</td>
<td>A social perspective of knowledge-based innovation: mobility and aggregation</td>
<td></td>
</tr>
<tr>
<td>Chair name:</td>
<td>Francesco Galati</td>
<td></td>
</tr>
<tr>
<td>Title:</td>
<td>How Digital Natives should Acquire Knowledge with Gamification</td>
<td></td>
</tr>
<tr>
<td>Authors:</td>
<td>Beatrix Bökayné Andráskó, Zoltán Barácskai</td>
<td></td>
</tr>
</tbody>
</table>

**WORKSHOP**

<p>| Joost v/d Grinten |</p>
<table>
<thead>
<tr>
<th>Science of Ideas</th>
</tr>
</thead>
</table>

**Chair names:**
- Ismail AL-Taharwa
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- Thomas Grisold
- Francesco Galati
- Guido Enthoven

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- Beatrix Bökayné Andráskó, Zoltán Barácskai
- Francesco Galati
- Han Bakker
- Willemijn Brouwer
- Johan Olaisen, Øivind Revang
- Clive Holtham, Angela Dove

**Topics:**
- Distance learning in Italian universities: state of the art and future perspectives
- Managing Knowledge in Supply Chain at the era of Digital Transformation and Industry 4.0
- Organizational Unlearning: Opportunities and Interdisciplinary Perspectives
- A social perspective of knowledge-based innovation: mobility and aggregation
- The Science of Ideas, a Postnihilistic Approach
- Practical use of mediators of creativity, vol 1: Why to make explicit use of expertise in problem solving and innovation workshops?
- Making knowledge management creative, engaged and relevant
- Making ideas tangible: the key role of managerial reflection in the evolution of knowledge and insight
11.35 – 11.55  | Coffee Break & Networking  | [IO Main Hall]


“Towards a Science of Ideas”

12.45 – 13.50  | LUNCH  | [IO Main Hall]

13.50 – 15.05  | PARALLEL SESSIONS

[Studio 12]  | Customer Knowledge Management as a solution for product and service failure and returns

Chair name: Michal Krčál

Michal Krčál
Using knowledge from customers to product innovation and reverse flows decrease: conceptual model

Farag Edghiem
Investigating Service Innovation, Micro Cases Strategy

Raminta Jokubauskiene, Rimgaile Vaikiene
Mechanisms of customer knowledge integration in the open innovation process: Health-tech case

[Studio 13]  | Communities and cities creating social and public value: people, design, knowledge, technology, processes and environments

Chair name: Alexandra Zbuchea

Mauro Romanelli
Towards sustainable cities

Alexandra Zbuchea, Mauro Romanelli
The role of NGOs in urban development

Adriana Zait, Andrea Gabriela Andrei, Elena-Madalina Vatamanescu
Researchers under lens: handling knowledge from the life of mind towards practical outcomes for smart cities

[Studio 14]  | Good for (He)art and Good for Society: Mapping the Societal Impact of Knowledge, Participation, and Entrepreneurship in the Cultural and Creative Sector

Chair name: Paola Demartini

Laura Corazza, Maurizio Cisi, Simone Domenico Scagnelli
The accounting of cultural heritage assets of Italian Universities’ Museums: groking the third mission

Letizia Labaronne
(Re-)Evaluating the artistic value and societal impact of the performing arts

Lucia Biondi, Paola Demartini, Lucia Marchegiani, Michela Marchiori, Martin Piber
The Outreach of Participatory Cultural Initiatives: The importance of Creating and Exchanging Knowledge

[Studio 15]  | Healthcare & Public Services

Chair name: Milla Ratia

Elisabetta Benevento, Davide Aloini, Riccardo Dulmin, Valeria Mininno
Improving the accuracy of waiting time prediction in Emergency Departments

Milla Ratia, Jussi Myllärniemi
Beyond IC 4.0: The Future Potential in the Private Healthcare of BI-tool Utilization

Punang Amaripuja, Fauziyah, Majang Palupi, Heru Kurnianto Tjahyono
An Analysis of e-Government Systems in Indonesia: Stages of Evolution and Challenges

[Joost v/d Grinten]  | WORKSHOP

Science of Ideas

Moderator: Han van der Meer

Robert Verheule
The creative reptile

Frido Smulder
Ideas into good currency: method or foolishness?

Katrina Heijne, Linda Smit
The Creative Diamond revisited: Reverging, an essential transition step between Diverging and Converging
## PARALLEL SESSIONS

<table>
<thead>
<tr>
<th>Studio 12</th>
<th>Studio 13</th>
<th>Studio 14</th>
<th>Studio 15</th>
<th>Joost v/d Grinten</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15.05 – 16.20</strong></td>
<td><strong>15.05 – 16.20</strong></td>
<td><strong>15.05 – 16.20</strong></td>
<td><strong>15.05 – 16.20</strong></td>
<td><strong>15.05 – 16.20</strong></td>
</tr>
<tr>
<td><strong>Customer Knowledge Management as a solution for product and service failure and returns</strong></td>
<td><strong>Communities and cities creating social and public value: people, design, knowledge, technology, processes and environments</strong></td>
<td><strong>Good for (He)art and Good for Society: Mapping the Societal Impact of Knowledge, Participation, and Entrepreneurship in the Cultural and Creative Sector</strong></td>
<td><strong>Sustainability &amp; Performance</strong></td>
<td><strong>WORKSHOP Science of Ideas</strong></td>
</tr>
<tr>
<td>Chair name: Radoslav Škapa</td>
<td>Chair name: Mauro Romanelli</td>
<td>Chair name: Martin Piber</td>
<td>Chair name: Karl Joachim Breunig</td>
<td>Moderator: Guido Entovhen</td>
</tr>
<tr>
<td>Josune Sáenz, Aino Kianto, Nekane Aramburu</td>
<td>Alessandra Ricciardelli, Margaret Antonicelli, Francesco Manfredi</td>
<td>Paola Demartini, Michela Marchiori, Lucia Marchegiani</td>
<td>Mariolina Longo, Matteo Mura, Leonardo Boni, Lorenzo Cellini</td>
<td></td>
</tr>
<tr>
<td>How can knowledge management practices enhance organizational learning and customer value? The moderating role of technology level</td>
<td>Organizational models for community management in conflict settings. The case of Jenin on the Gaza Strip</td>
<td>Citizen Engagement as a criterion to select the European Capital of Culture. A critical appraisal</td>
<td>Sustainability Reporting: A Comparison between SMEs and Large Organizations</td>
<td></td>
</tr>
<tr>
<td>Alena Klapalová</td>
<td>Francesca Rizzo, Alessandro Deserti</td>
<td>Pierluigi Catalfo, Martina Giustra</td>
<td>Eduardo Trauer, Aline de Brittos, Eduardo Moreira da Costa</td>
<td></td>
</tr>
<tr>
<td>Consumer product returns – feedback and knowledge management</td>
<td>The &quot;real&quot; vs the &quot;ideal&quot; process of social innovation development: a case-based analysis</td>
<td>The relationship between architecture and democracy: the example of Imre Makovecz's work within the faluházak project during the 1970s and 1980s. The value of the contribution of architecture to cohesion and social engagement.</td>
<td>Knowledge Representation of the Specialty Coffee Agribusiness System</td>
<td></td>
</tr>
<tr>
<td>Radoslav Škapa</td>
<td>Manan Bawa, Dagmar Caganova, Ivan Szilva</td>
<td>M. Irene Prete, Pamela Palmi, Luigi Piper, Gianluigi Guido</td>
<td>Tale Skjølsvik, Karl Joachim Breunig</td>
<td></td>
</tr>
<tr>
<td>Reverse logistics as a source of the process and product innovation: an empirical study</td>
<td>Visions of Smart Cities and its Best Practices</td>
<td>Creating satisfying visitors' experience in cultural organizations</td>
<td>Strategy as innovation: Exploring the role of innovation in strategic thinking</td>
<td></td>
</tr>
</tbody>
</table>

### 16.20 – 16.50
**Coffee Break & Networking**

**ROUND TABLE** - "Writing scientific publications and meeting the editors"  
**KEYNOTE LECTURE** - John Dumay - Macquarie University, Australia  
"Academic Research, Publishing and Writing Strategy"

### 20.30 – 23.30
**GALA DINNER**  
- Museum Prinsenhof Delft, Sint Agathaplein 1, Delft
9.30 – 11.35

PARALLEL SESSIONS

[Studio 13]
Communities and cities creating social and public value: people, design, knowledge, technology, processes and environments
Chair name: Mauro Romanelli
Stefanie Wesselman
Students as actors in a knowledge-based urban development - An empirical study of urban factors of attractiveness
Shanker Seetharam, Cathy Garner
KM Research and Case Studies in Emergency Crisis Disaster Management and its Integration
Nicola Capolupo, Gabriella Piscopo
Value co-production in the interaction between P.A. and active citizenship. Social media as tool to communicate natural calamity
Gabriele Palozzi, Antonio Chirico, Camilla Falivene Leonardo Calò
How information availability changes healthcare chronicity management: findings from a pilot case study
Ramona-Diana Leon, Mauro Romanelli
Knowledge sharing in SMART communities

[Studio 14]
Knowledge Architecture. How Spatial Design Supports Knowledge Work - Evidence and Best Practices from Micro to Macro Scale
Chair name: Anja Jannack
David Hick, Adam Urban, Joerg Rainer Noennig
Data4City - data-based business modeling for service design and urban planning
Jörg Rainer Noennig, Anja Jannack, Berit Edlich, Jenny Pick
SPUR - Structured Project Development for University Researchers – A methodological approach
Jesus López Baeza, Damiano Cerrone, Panu Lehtovouri
Integrative urbanism: using social media to map activity patterns for decision-making assessment
Florian Sägebrecht, Peter Schmiedgen, Christian John, Jörg Rainer Noennig
TRAILS: Experiences and Insights from a Traveling Innovation Lab Experiment
Mathias Hofmann, Sander Münster
Evaluation of digital media tools for a mass-scale digital participation system in urban planning

[Studio 15]
Business Models
Chair name: Peter Lindgren
Sergey Yablonsky
Big Data Dimensions of Intellectual Capital
Jane Flarup, Gitte Kingo Andersen, Peter Lindgren
Business Model Innovation Coaching in a three-dimensional continuum
Peter Lindgren, Trine Bjørn Olesen, Klaus Lomborg Nielsen, Michael Niels Sjørøad, Lasse Eberhart Skov, Klemens Nielsen, Margrethe Elise Børring
Developing Multi Business Model Innovation Competence and Environments - an experiment in 8 Nordic businesses
Erik Steinhäfle, Henri Hussinki, Manfred Bornemann
Evaluation of Business Models – A systematic literature review
Katalin Darabos, Zoltán Baracskai
Conceptual Model for Family Business Strategies in Chaotic Ecosystems

[Joost v/d Grinten]
Knowledge Management
Chair name: Enrico Scarso
Dmitry Kudryavtsev, Tatiana Gavrilova, Anna Kuznetsova
The Efficacy of Knowledge Management Tools across Domains
Vlad-Andrei Alexandru, Andreia G. Andrei, Ettore Bolisani, Juan G. Cegarra-Navarro, Aurora Martinez-Martinez, Marco Païola, Enrico Scarso, Elena-Madalina Vatamanescu, Małgorzata Zieba
Knowledge Management approaches of small and medium-sized KIBS firms: a descriptive analysis of four countries

[Teacherlab 0.1]
WORKSHOP
“Glass Bead Game” – part 1
This workshop is inspired by the novel 'The Glass Bead Game' - 'Das Glasperlenspiel' - which was published in 1943. The author Hermann Hesse received the Nobel Prize for Literature a few years later. He describes an imaginary society 'Castalia' around the year 2200. The most important activity in Castalia is the annual play of the Glass Bead Game for several weeks. In essence, it is a game that evolves every year, in which the laws of various disciplines - such as mathematics, biology, psychology, legal science - are involved in game form. The game is not specifically operationalized in the book. During IFKAD 2018 we'll play a Glass Bead Game on the topic 'Science of Ideas'.

Chair names: Mauro Romanelli Chair name: Anja Jannack Chair name: Peter Lindgren Chair name: Enrico Scarso
Moderator: Guido Enthoven
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.35 – 11.55</td>
<td>Coffee Break &amp; Networking</td>
<td>[IO Main Hall]</td>
</tr>
<tr>
<td>11.55 – 12.45</td>
<td>KEYNOTE SPEECH - Jörg Rainer Noennig - Dresden University of Technology, Germany</td>
<td>[Joost v/d Grinten]</td>
</tr>
<tr>
<td>12.45 – 13.50</td>
<td>LUNCH</td>
<td>[IO Main Hall]</td>
</tr>
<tr>
<td>13.50 – 15.30</td>
<td>PARALLEL SESSIONS</td>
<td></td>
</tr>
<tr>
<td>13.50 – 15.30</td>
<td>Conclusions, Closing Remarks</td>
<td>[Joost v/d Grinten]</td>
</tr>
</tbody>
</table>

**PARALLEL SESSIONS**

**[Studio 13]**

**Chair name: Mahta Saremi**

- **Knowledge Architecture. How Spatial Design Supports Knowledge Work - Evidence and Best Practices from Micro to Macro Scale**
  - Benjamin Stelzl, Fabrice Naumann, Torsten Holmer, Anja Jannack, Joerg Rainer Noennig
  - A Minimal Viable Process and Tools for Massive Participation in Urban Development
  - Sebastian Wiesenhuetter, Jörg Rainer Noennig, Michael Kelber
  - Upscaling On-Campus Innovation and Transfer: Innovation Camps and Villages
  - Ulrich Hartmann
  - U_DEsign – Urban_Design Environment, Open Platform for Public Participation
  - Torsten Holmer, Jörg Rainer Noennig

**[Studio 14]**

**Chair name: Joerg Rainer Noennig**

- **Knowledge and human resources practices**
  - Teresina Torre, Daria Sort, Human resources practices in the era of the big data. Which challenges? Which opportunities?
  - Eva Gatarik, Peter Kelemen, Alzbeta Kurillova, Stepan Dolezel, Daniel Međuna
  - Behavioral patterns and skills for coping with the unexpected in project management: An exploratory case study
  - Paolo Canonic, Ernesto De Nito, Vincenza Esposito, Mario Pezzillo Iacono
  - Project manager competences in a lean product development setting

**[Studio 15]**

**Chair name: Alessandro Hinna**

- **Conceptual Design & Design Thinking**
  - Leonie van Buuren, Masi Mohammadi
  - A set of architectural design patterns and strategies that support orientation for smart inpatient residential health care environments for seniors with dementia
  - Eleonora Gabriela Contu
  - The Importance of Product Design in Marketing Activity: Trends in the 21st century
  - Seweryn Rudnicki
  - Empathy and complexity: The system theory perspective on design thinking as a knowledge management process
  - Meliha Handzic, Charles van den Heuvel

**[Teacherlab 0.1]**

**WORKSHOP**

"Glass Bead Game" – part 2

- This workshop is inspired by the novel 'The Glass Bead Game' - 'Das Glasperlenspiel' - which was published in 1943. The author Hermann Hesse received the Nobel Prize for Literature a few years later. He describes an imaginary society 'Castalia' around the year 2200. The most important activity in Castalia is the annual play of the Glass Bead Game for several weeks. In essence, it is a game that evolves every year, in which the laws of various disciplines - such as mathematics, biology, psychology, legal science - are involved in game form. The game is not specifically operationalized in the book. During IFKAD 2018 we’ll play a Glass Bead Game on the topic 'Science of Ideas'.