XXIII ISPIM CONFERENCE
17-20 JUNE 2012
ACTION FOR INNOVATION: INNOVATING FROM EXPERIENCE

INTERNATIONAL SOCIETY FOR PROFESSIONAL INNOVATION MANAGEMENT

ispim

BARCELONA, SPAIN

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Home | Call for Papers | Programme | Venue | Hotels | Sponsors & Partners | Submissions & Bookings | Helsinki 2013

Final Programme 8 June 2012 (subject to minor changes)

Directions to Conference Venues

SUNDAY, 17 JUNE

Venue: Museu Nacional d'Art de Catalunya (MNAC), Palau Nacional, Parc de Montjuïc - click here for directions

[1930 - 2100] Welcome Cocktail & Registration (including facilitator and moderator briefing 1945-2015)

Delegates are invited to an informal cocktail on the outdoor terrace of The Palau Nacional, the emblematic building of the 1929 International Exhibition, which is now the home of the Museu Nacional d'Art de Catalunya. Situated on Montjuïc Hill, the terrace affords a panoramic view of the city and the famous Magic Fountain.

Dress Code: Casual

Sponsored by:

Barcelonactiva

Ajuntament de Barcelona

MONDAY, 18 JUNE

Venue: La Salle - Ramon Llull University - The St. Jaume Hilari Building (Entrance at the intersection of c/ Quatre Camins and c/ Lluçanès)

[from 0830] Delegate Registration

(Room: JH Conference Centre Foyer Level -3)

[0915 - 0930] Conference Welcome

(Room: JH Conference Centre Plenary Level -3)

Iain Bitran, Executive Director, ISPIM

Ramon Ollé, Executive President, La Salle

[0930 – 1000] Keynote Speaker

Paul Isherwood

Director of Innovation,
External Networks & Partnerships
GlaxoSmithKline Nutrition

Leading the quest for new knowledge of technologies and products from outside the business, reviewing technical trends or emerging solutions to support growth, developing the external network to extend the company's capabilities, leveraging existing contacts and networks to identify new opportunities.

Regular presenter at external industry conferences, including chairing the Food & Drink Innovation Network Open Innovation seminars in 2009 & 2010 and chairing the Marcus Evans Open Innovation in the Life Science Sector conference in April 2011.

gsk GlaxoSmithKline

[1000 – 1100] Knut Holt Memorial Address

Henry Chesbrough

Executive Director
Program in Open Innovation
Haas School of Business

Created the theory and coined the term Open Innovation. Executive Director for the Program in Open Innovation, which focuses on conducting research, publishing articles and developing teaching materials around open innovation.

Internationally acclaimed author:
"Open Innovation: The New Imperative for Creating and Profiting from Technology"
"Open Business Models: How to Thrive in the New Innovation Landscape"
"Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era"

University of California Berkeley Haas School of Business

[1100 – 1130] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1130 - 1300] Hot Topic Roundtable Sessions

(Room: JH Conference Centre Plenary Level -3)

Forty discussion roundtables on innovation "hot topics" for groups of around 10 per table. Sessions last for 45 minutes and will be repeated once. Delegates are required to change tables half-way through the session. Seating is on a first-come-first-served basis.

Industry-led Tables	**Scientific-led Tables**
Table 1: *How do we use Wild and Radical Futures to drive innovation?* Moderator: Rohit Talwar (Fast Future)	Table 21: *What are the critical new issues in the marketing of technology based solutions?* Moderator: Eric Viardot (International Journal of Technology Marketing)
Table 2: *Is innovation enough or should we be talking transformation?* Moderator: Haydn Shaughnessy (Author & Consultant)	Table 22: *What are the key challenges for Open Innovation in the future?* Moderator: Marko Torkkeli (Lappeenranta University of Technology)
Table 3: *What are the 10 key topics for innovation management research for the next decade(s)?* Moderator: Michael Dell (Ratio Strategy & Innovation Consulting)	Table 23: *What is so feminine and so masculine in innovation?* Moderators: Anna Trifilova (Fraunhofer MOEZ & Leipzig University) - Session 1; John Bessant (Exeter University Business School) - Session 2
Table 4: *Can Frugal Innovation Enable Growth in Developing Markets?* Moderator: Jeff Hovis (Product Genesis)	Table 24: *PhD Research in Innovation Management: How to rise to the challenge?* Moderator: Eelko Huizingh (University of Groningen)
Table 5: *How do we institutionalize innovation through people?* Moderator: Joanne Hyland (Radical Innovation Group)	Table 25: *How can we teach innovation with innovative teaching?* Moderator: Dirk Schneckenberg (ESC Rennes School of Business)
Table 6: *What Are Some Best Practices for Leveraging Customer Communities for Implementing Customer-Driven Innovation Programs?* Moderator: Gaurav Bhalla (Knowledge Kinetics)	Table 26: *How do firms build a future orientation? Is this ability to perceive and respond to change built on processes, methods, tools or people?* Moderator: Cinzia Battistella (University of Udine)
Table 7: *Which knowledge management practices should be adopted in order to promote effective innovation management?* Moderator: Ayman Al Fudhaili (Industrial Innovation Centre Oman)	Table 27: *Protecting and sharing knowledge in collaborative innovation: How is knowledge protection and sharing different in different markets?* Moderator: Heidi Olander (Lappeenranta University of Technology)
Table 8: *How to balance innovation effectiveness and innovation efficiency for best business results?* Moderator: Simon Minderhoud (Philips Innovation Services)	Table 28: *Are we doing the right thing? Is it about stand-alone consumer-oriented innovation or about community-oriented innovation?* Moderator: Irina Saur-Amaral (University of Aveiro)
Table 9: *The future of Gamification of Innovation* Moderator: Martin Duval (bluenove)	Table 29: *Measuring innovation in services: what are the key challenges?* Moderator: Anne-Laure Mention (Centre de Recherche Public Henri Tudor)
Table 10: *Consumer products - can there be Green Capitalism?* Moderator: Melissa Clark-Reynolds (MiniMonos)	Table 30: *What is, and could be, the role of Design Thinking in organizations?* Moderator: Katja Tschimmel (ESAD / NA'MENTE)
Table 11: *Frameworks and leadership for public innovation: what works and when?* Moderators: Dianna Vitasovic (Innovation Culture) & Rob Delane (Australian Department of Agriculture and Food)	Table 31: *What best practices should incubators use to transform knowledge into successful start-ups?* Moderator: Jean-Pierre Segers (PHL University College / Business School, Belgium)
Table 12: *How will Google, Facebook and Apple re design your business?* Moderator: Jaspar Roos (Dialogues Incubator)	Table 32: *What do we measure when we measure intentions to innovate?* Moderator: Tatiana Iakovleva (Stavanger Business School)
Table 13: *Why successful innovation happens only when companies look outside their core industry?* Moderator: Paul Isherwood (GlaxoSmithKline)	Table 33: *How can new technologies be turned into business opportunities: What are the key challenges in integrating technology foresight and business model generation?* Moderator: Dana Mietzner (TH Wildau) - Session 1; Christian Schultz (University of Potsdam) - Session 2
Table 14: *What are the obstacles to successful open innovation?* Moderator: Tamara St Claire (PARC, a Xerox company)	Table 34: *Science-to-Business: How can we better transfer academic research results into innovations?* Moderator: Stephan von Delft (University of Muenster)
Table 15: *Internal and external corporate venturing tools. What are the options and what works best and when?* Moderator: Michal Dunaj (Deutsche Telekom Labs)	Table 35: *How should small High Technology Firms apply the principles of Open Innovation?* Moderator: Ray Oakey (Manchester Business School)
Table 16: *Innovation Identity or How to find the right way to innovate for your company?* Moderator: Peter Brooren (Indeed Innovation)	Table 36: *Innovation consumers or innovation producers: How should companies from emerging economies decide on innovation strategy?* Moderator: Daria Podmetina (Lappeenranta University of Technology)
Table 17: *How can you deliver exceptional value to the most important customer in your value chain to create insights and products that meet their un-met needs?* Moderator: Martha Hodgson (Pure Insight)	Table 37: *How can established companies go beyond incremental innovation to create new businesses?* Moderator: Axel Rosenø (Copenhagen Business School)
Table 18: *Why do we need to shift innovation efforts from service design to creation of networked business models?* Moderator: Rich Radka - Session 1; Aldo de Jong (both Claro Partners) - Session 2	Table 38: *How can companies leverage their external environment?* Moderator: Irina Savitskaya (Lappeenranta University of Technology)
Table 19: *What are the essential components of an innovation culture?* Moderator: Tom Moore (Mandalah)	Table 39: *What is the future of intellectual property?* Moderator: Ard-Pieter de Man (VU University / Atos Consulting)
Table 20: *Why do large companies fail with breakthrough innovation when entrepreneurs succeed?* Moderator: Kevin McFarthing (Innovation Fixer Ltd)	Table 40: *What are the innovation challenges caused by the huge growth of the Asian market?* Moderator: Desai Narasimhalu (Singapore Management University)

[1300 – 1400] Networking Lunch

(Room: JH Conference Centre Foyer Level -3)

[1400 – 1530] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)							**Special Interest Group**	**Innovation for Business - Thought Leaders Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.01	Room: JH0.02	Room: JH0.03 Paranymph

Session: 1.1 Managing Innovation 1: Teams	**Session: 1.2 Corporate Foresight 1: National & Regional Systems**	**Session: 1.3 OI 1: Perspectives & Strategies**	**Session: 1.4 Innovation Intermediaries**	**Session: 1.5 Opportunity & Risk in Innovation**	**Session: 1.6 Routes to Sustainable Innovation 1**	**Session: 1.7 Business Models**	**Living Labs for user-driven Open Innovation - updates from the trenches & the search for foundations**	**Open Innovation in R&D**
Facilitator: Annick Castiaux	Facilitator: Cinzia Battistella	Facilitator: Marko Torkkeli	Facilitator: Allen Alexander	Facilitator: Kevin McFarthing	Facilitator: Desai Narasimhalu	Facilitator: Teemu Santonen	led by ENoLL - European Network of Living Labs European Network of Living Labs	Moderator & Introduction: **Paul Isherwood Director of Innovation, External Networks & Partnerships GlaxoSmithKline Nutrition** **Sri Kameswaran Head of Global R&D, Tata Global Beverages:** External partnerships as an enabler for cultural and organizational transformation - an R&D experience **Amy Geschke Open Innovation Director, Crown Holdings:** Open Innovation – Does it do what it says on the Tin? **Jonathan Hague VP Open Innovation, Unilever R&D:** Expanding innovation capacity and capability through partnership **Tamara St Claire VP Global Business Development PARC, a Xerox Company:** Navigating the unseen challenges of open innovation
Peter Robbins, Colm O'Gorman: Leading Teams through the Innovation Value Chain	René Rohrbeck: Environmental scanning, futures and foresight: a review and future research	Martin Duval: Open and Collaborative Innovation - 12 perspectives and trends for 2012	Claudia Brunner: Nongovernmental Organizations and Business in Joint Innovation Projects	Anssi Tuulenmäki: How to Initiate and Support Experimentation-Driven New Business Development	Anna Trifilova: Sustainable Innovation in Action: Experiences from China	Kati Järvi: Entry Timing Strategies and Competition in Platform-based Markets		
Abdelghani Es-Sajjade: Group Dynamics Around Innovation Capability Development	Peter Voigt: R&D-intensive enterprises' growth to the year 2020	Gregor Jawecki: Performance Measurement of Open Innovation Initiatives	Yasin Rofcanin: Triggering Effective Organizational Level Innovation: Evidence from Turkey	Carole Silvy: Generating innovation opportunities from IP mapping and market analysis	Prashant Dhodapkar: Effective Idea Management Systems for Sustained Innovation	Volker Presse: Juggling business models - how to handle business models systematically		
Euiseong Kim: The effect of R&D team character for R&D efficiency	Adam Mazurkiewicz: Setting Priority R&D Directions for the Strategic Research Institutes	Valentina Lazzarotti: Open Innovation in Practice: a Survey in the FD Industry	Frank Piller: The Process of a Broadcast Project	Frank Zeihsel: New Risk Assessment for Innovation Management	Sam Kogan: Innovating for Sustainability - From Aspiration to Implementation	Gerardo Pagalday: New business models: positioning and business logic - case studies		
Philippe Delespesse: How to Reframe your Innovation Focus to Boost Creative Thinking?	Tarja Meristö: Combining regional foresight systems to SMEs' innovation process model	Martin Ihrig: Exploring Open Innovation Strategies via Simulation	Thomas Gstraunthaler: Research Transfer Organizations (RTOs) in the Russian Primary Sector	Ulf Pillkahn: Exploring 'The Next Big Thing'	Hiyam Al-Kilidar: Developing a Management Enterprise Model for Sustainable Organisational Innovation	Marko Seppänen: Freemium Business Models in Technology Product Markets		

[1530 – 1600] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1600 – 1730] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)							**Workshop**	**Innovation for Business - Thought Leaders Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.01	Room: JH0.02	Room: JH0.03 Paranymph
Session: 2.1 Managing Innovation 2: Software & Stakeholders	**Session: 2.2 Corporate Foresight 2: Strategy & Organisation**	**Session: 2.3 OI 2: Making it work 1**	**Session: 2.4 Innovation Communities: Harnessing Crowds**	**Session: 2.5 Living Labs 1**	**Session: 2.6 Routes to Sustainable Innovation 2**	**Session: 2.7 New Business & Innovation Commercialis-ation**	**Innovation Theatre: New Roles and Actors for the Innovation Stage** led by Anna Trifilova - Fraunhofer MOEZ/Leipzig University & John Bessant - Exeter University Business School	**Open Innovation Challenges in Technology Enterprises** Moderator & Introduction: **José Fernando Esteban Lauzán Head of Innovation, Atos Iberia** **Kirsten Kuehl Head of Community Innovation, Nokia:** Transformational Innovation by Harnessing the Creativity and Wisdom of the Community **Matthias Kaiserswerth Director & Vice President, IBM Research - Zurich:** From Cheese Slicers to Watson: Transformation and Innovation **Ricardo Baeza-Yates VP, EMELA, Yahoo! Research:** The Wisdom of the Crowds and the Long Tail **Session Sponsor:** Atos
Facilitator: Csaba Deák	Facilitator: René Rohrbeck	Facilitator: Anne-Laure Mention	Facilitator: Urs Daellenbach	Facilitator: Lieven De Marez	Facilitator: Samuli Kortelainen	Facilitator: Marko Seppänen		
Minna Pikkarainen: Focusing innovation in dynamic software company	Cinzia Battistella: Exploring the organizational design for resilience and foresight	Dirk Schneckenberg: Strategic Incentive Systems for Open Innovation Practices	Johannes Gebauer: Crowd Resistance: Why creative users rebel against crowd sourcing	Carina Veeckman: A Case Study Between Different Living Lab Approaches in Flanders	Jerry Courvisanos: Path to Sustainable Development: From Economic Crises to Creative Destruction	Axel Roseno: Distinctive Dynamic Capabilities for New Business Development: A Cross-Industry Study		
Christina Grundström: Community Interaction - Impact on Innovation and Open-source Business Models	Sebastian Ley, Hans Jung: Foresight-orientated Product Service Systems	Mike Kennard: Open Innovation Implementation in a Retail Driven Business Environment	Rick Wielens: The impact of open crowd sourcing on the drivechain industry	Piotr Krawczyk: Open Collaboration within Living Lab: Small business perspective	Pieter van Heyningen: Assessing the emergence of Sustainability-oriented Innovation Systems and Sustainability Transitions	Leena Aarikka-Stenroos: Building up Commercialization Competence		
Heli Väätäjä, Marko Seppänen: Competitive advantage with user experience: Findings from MEI companies	Sabrina Schneider: Enabling business model innovation: Strategic agility's role within opportunity-exploration	Brian Donnellan: A New Eco-System for Open Innovation: The Innovation Value Institute	Henri Simula: Crowdsourcing in Industrial Business-to-Business Firms - Network Perspective	Dimitri Schuurman: Innovation from user experience in Living Labs	Annick Castiaux: Developing dynamic capabilities to meet sustainable development challenges	Jarkko Pellikka: Overcoming challenges in commercialization process of innovation		
Markus Lehner: Stakeholder based innovation management	Jonas Keller: ICT in Foresight - A Delphi Study about Future Developments	Oscar Smulders: Setting up open innovation process in multistakeholder environment	Irina Saur-Amaral: Wisdom-of-the-Crowds to Enhance Innovation: Integrating Scientific Knowledge and Practitioners' Action	Jesper Svensson: Living Lab Principles - Supporting Digital Innovation	Fredrik Bengtsson, Jenny Eriksson Lundström: Sustainability Impact of Open Innovation Software	Kurt Gaubinger: A Commercialization Process Model for Technology Innovations		

[1730 – 1800] Joint Keynote Speakers

(Room: JH Conference Centre Plenary Level -3)

Dermot Honan

Associate Director
Intel Labs Europe
Intel Corporation

Lab Director for the Intel Labs Research Centre in Ireland. Primary research focus on two key areas: Cloud Computing and Energy & Sustainability.

MSc in Software Engineering from the National University of Ireland, Maynooth and MSc in Innovation and Technology Management from the Dublin Institute of Technology. Holds a number of US and international patents in the area of distributed computing.

Ben Greene

Head of the Technology and
Infrastructure Practice
SAP Research, SAP AG

Head of the Technology and Infrastructure Practice at SAP Research located in Belfast, N. Ireland.

initiated the SAP Intel Collaboratory to drive drive a joint research agenda focusing on "IT for Green".

MEng and PhD in Electrical & Electronic Engineering at Queen's University Belfast.

[1800] End of Sessions - Day One

[1945 – 2330] Catalan Gala Dinner

Delegates are invited to the gala dinner on the rooftop terrace of the Museu d'Història de Catalunya with magnificent views over the Old Harbour. The museum opened in 1996 and is housed in the former general warehouse in the old port, the Port Vell, which was built in 1901 and is known as the Palau del Mar. Dinner will be served outside on the terrace (bring a jacket just in case...) and will include classic Catalan cuisine accompanied by live classical Latin music.

Plus **Conference Awards:**
The Knut Holt Award for Best Conference Paper
The Alex Gofman Award for Best Student Paper
The 2012 ISPIM-Wiley Innovation Management Dissertation Award
The ISPIM Scientific Panel Award

Venue: Museu d'Història de Catalunya, Pl. Pau Vila, 3. Palau de Mar. Please make your own way there and don't forget to bring your badges.

Website: www.mhcat.cat

Dress Code: Smart Casual (i.e. ties not required)

TUESDAY, 19 JUNE

Venue: La Salle - Ramon Llull University - The St. Jaume Hilari Building (Entrance at the intersection of c/ Quatre Camins and c/ Lluçanès)

[0930 – 1100] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)						**Workshop**	**Innovation for Business - Thought Leaders Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.02	Room: JH0.03 Paranymph
Session: 3.1 Managing Innovation 3: Methods & Actions	**Session: 3.2 Corporate Foresight 3: Management & Methods 1**	**Session: 3.3 OI 3: Making it work 2**	**Session: 3.4 Innovation Communities: Online**	**Session: 3.5 Living Labs 2**	**Session: 3.6 Innovation Portfolio Management & Strategy**	**Creating Innovative Concepts with the FORTH innovation method** led by Gijs van Wulfen, FORTH Innovation Method	**Building Innovation Culture** Moderator & Introduction: **Rafael García Escarré** **Partner & General Manager, Orbita97** **Robert Kirschbaum** **Vice President Open Innovation, Royal DSM:** Innovation at Royal DSM : going for gold! **Simon Minderhoud** **Senior Innovation Consultant, Philips Innovation Services:** Balancing the Nine Power Questions of Innovation Excellence **Matt Rosa** **Head, Global Innovation Center, British American Tobacco:** Creating an Innovative Culture - from the bottom to the top **Session Sponsor:** Orbita97
Facilitator: Haydn Shaughnessy	Facilitator: Cinzia Battistella	Facilitator: Frank Zeihsel	Facilitator: Martin Duval	Facilitator: Dimitri Schuurman	Facilitator: Rob Dew		
Noemi Zabaleta, Nekane Errasti: Project Management in the wave of Innovation, exploring the links	Shin Juneseuk: Robust future-oriented technology portfolio	Laura Huhtilainen: Developing contracting capabilities for open innovation	Sonia Giaccone: Evolving Virtual Communities into Innovation-Hub: the IBM Open-Collaboration Model	Seppo Leminen: A Recipe for Innovation through Living Lab Networks	Romulo Zamberlan, Luciana Hashiba-Horta: Intangible Value in Portfolio Management		
Ken Dovey: Innovation within Large Organizations: The Role of the Intrapreneur	Edward Faber: Supporting Technology Product Planning processes with Serious Gaming	Lise Kagenow, Lars Langenberg: Action for Open Innovation: Implementation of a Cloud Innovation Community	Stefan Hallerstede: Managing the Lifecycle of Online Innovation Contests A Case Study	Mixel Kiemen: Living Labs & Stigmergic Prototyping: towards a Convergent Approach	Patrick Spieth: Innovation Project Portfolio Management - A Quantitative Study		
Monica Beltrametti: Managing Innovation to Transform the Business	Tapani Talonen: Business Model Roadmapping	Saleh Al-Sharieh: Open Financial Innovation and its Means of Protection	Marco Hartmann: Establishing Online Communities: Only trial and error?	Pentti Launonen: Living Labs for Societal Transformation by Adopting Transition Management Methodology?	Azzurra Morreale: A real options based support system to open innovation		
Päivi Maijanen-Kyläheiko: Dominant Logic and Dynamic Capabilities as Determinants of Strategic Renewal	Roberto Pillon: Technology Roadmapping for SMEs: an Action-Research in Area Science Park	Linn Kolbe: Decision making in open innovation: A conceptual framework	Miia Kosonen: Users' Motivations and Knowledge Sharing in an Online Innovation Community		Urs Daellenbach, Sally Davenport: Paradoxes within Value Innovation - Capturing differentiation value or just competing differently?		

[1100 – 1130] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1130 – 1300] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)						**Special Interest Group**	**Innovation for Business - Thought Leaders Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.02	Room: JH0.03 Paranymph
Session: 4.1 Managing Innovation 4: Method & Tools	**Session: 4.2 Corporate Foresight 4: Management & Methods 2**	**Session: 4.3 OI 4: Reflections**	**Session: 4.4 Networks for innovation 1**	**Session: 4.5 EU/Funded Projects: Capabilities**	**Session: 4.6 SME Innovation 1**	**Open Innovation in SMEs - how can small companies and start-ups benefit from open innovation strategies?** led by Wim Vanhaverbeke - Vlerick Leuven Gent Management School, UHasselt & ESADE	**Harnessing Innovation for Growth** Moderator & Introduction: **Sam Kogan** **President & Chief Operating Officer, GEN3 Partners** **Tim Jones** **Founder & Programme Director, Future Agenda Programme:** Growth Champions - key insights and implications from the sustained innovation leaders **Philip Cullimore** **Managing Director of EAMER & Chairman, Eastman Kodak Sarl:** The role of invention in driving successful innovation for the future: From making film to transforming print **Jaspar Roos** **Chief Inspiration Officer, Dialogues Incubator:** Chief Humor Officer: Connecting the dots - the role of humor in accelerating innovation **Session Sponsor:** GEN3 PARTNERS
Facilitator: Ard-Pieter de Man	Facilitator: René Rohrbeck	Facilitator: Annick Castiaux	Facilitator: Christina Oberg	Facilitator: Irina Saur-Amaral	Facilitator: Allen Alexander		
Pascal Jarry: Evolution of ASIT and creation of FASiT	Joanna Labedzka: Integrated model of indicating future innovative technologies	Ellen Enkel: Balancing open and closed innovation: strategy and culture as determinants	Lesley MacLeod: Realising Innovation Potential-A Dairy Manufacturing Case Study	Sjef van Herpt: Externally induced action for innovation of SMEs	Anna Ohrwall Ronnback: Evaluating innovation aspects for rapid growth in SMEs		
Julius Golovatchev: Configurable Innovation and Product Management according to the complexity level	Henning Breuer: Learning from the Future: Normative and Performative Scenario Modeling	Antero Kutvonen: Balancing Closed and Open Innovation	Paul Weissmann: Exploring Instruments for Collaborative Innovation in Decentralized Networks	Liene Riekstina: Developing new knowledge intensive business ideas: technology, talents, territorial assets	Casper Rasmussen, Erlend Nybakk: Growth drivers in Norwegian micro firms		
Philippe Davidson: Engineering the Management of Innovation Strategy: the iNuggets Framework	Caroline Rudzinski: Foresight & Open Innovation for Supporting Strategy at Volkswagen Group	Johnny Chan: Conceptualizing Openness in Innovation	Leonardo Garnica: Fostering Innovation Networks: the Case of a Brazilian Company	Frank Lillehagen: Enabling Holistic Design, Innovation and Learning	Kaisa Henttonen: External sources of knowledge and types of innovation in SMEs		
Anders Hemre: Managing the Innovation Intervention	Marina Wall: Technology Push based Product Planning: Future Markets for Emerging Technologies	Samuli Kortelainen: Open Innovation Versus Transaction Cost Economics	Davide De March: Using online innovation metrics to cluster co-creative firms by SOMs	Doris Weitlaner: Innovation in Clusters: Effects of Absorptive Capacity and Environmental Moderators	Miika Kajanus: Developing a distributed innovation model and tools for SMEs		

[1300 – 1400] Networking Lunch

(Room: JH Conference Centre Foyer Level -3)

[1315 - 1345] Lunchtime Special Interest Group: Opportunity to Host ISPIM Student Feedback & Pre-Selection Workshops led by Michael Dell & Steffen Conn
(Room: JH0.01)

[1400 – 1530] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)						**Workshop**	**Innovation for Business - Thought Leaders Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.02	Room: JH0.03 Paranymph
Session: 5.1 Managing Innovation 5: Environments, Systems & Contexts	**Session: 5.2 Stimulating Innovation**	**Session: 5.3 OI 5: Performance**	**Session: 5.4 Networks for innovation 2**	**Session: 5.5 EU/Funded Projects: Partnership & transfer**	**Session: 5.6 SME Innovation 2**	**Strategic Foresight, Strategic Agility and Future Orientation** led by René Rohrbeck - Aarhus University and Cinzia Battistella - University of Udine	**Action for Innovation** Moderator & Introduction: **Paulo Janeiro** **CEO, Innabler SA & Inogate SA** **Shekhar Mitra** **Senior VP R&D, Beauty & Grooming, Fragrances & Flavors, Proctor & Gamble:** Consumer Inspired Innovation Enabled by Breakthrough Insights, Platforms and Open Innovation **Kamel Chida** **Associate Director, Open Innovation Europe, General Mills:** Connected Innovation at General Mills **Pascal Mignolet** **International Marketing Intelligence Director, Sara Lee - Coffee & Tea:** The reinvention of coffee and the role of the consumer: how we (don't) use consumer feedback to successfully reshape a 3 centuries old category **Session Sponsor:** innabler
Facilitator: Dianna Vitasovic	Facilitator: Stephan Buse	Facilitator: Anne-Laure Mention	Facilitator: Ger Post	Facilitator: Irina Saur-Amaral	Facilitator: Helena Forsman		
Ana Perez-Luño: The role of environmental dynamism on the success of innovation	Emmanuel Sofianopoulos, Sofia Blathra: Innovation Driven by Need. Cases from Greece	Yutaka Hamaoka: What are the Determiners of Open Innovation Performance?	Hans-Juergen August: Setting up an Innovation Ecosystem Supporting a new Organization's Strategy	Tanja Woronowicz: innoSPICE - Standard based Model for Innovation, Knowledge and Technology-Transfer	Tatiana Iakovleva: Entrepreneurship and collaboration for innovation		
Anna-Maija Nisula: Contextual Practices of Innovation in Industrial Manufacturing Organization	Jørn Bang Andersen: Measured and Managed Innovation: Innovation Radar in 100 Nordic Companies	Giovanni Perrone: The effect of Inbound, Outbound, and Coupled Innovation on Performance	Kaisa Still: Transforming Innovation Ecosystems through Network Orchestration: Case EIT ICT Labs	Thomas Strodl: Transnational Technology and Innovation Transfer in Central Europe	Johanna Anzengruber: Experience based share of expertise in high tech companies		
Anne Marie Berg: Organizational redundancy, diversity and innovation	Robert Delane: Innovating the Western Australian public sector: where theory meets practice	Claudio Cruz Cázares: Effects of open innovation practices on technological innovation efficiency	Johannes Landsperger: How network managers contribute to innovation network performance	Mikko Heinonen, Tuomo Eskelinen: Developing Open Innovation process and Business Models in industry ecosystem	Gundega Lapina: Providing SMEs the Skills and Knowledge for Innovation Management		
Michael Boronowsky: Improving performance of innovation systems using capabilities and impact assessments	Andre Spithoven: Financial Slack and Innovation Management during Economic Recession	Colin Cheng: Effects of market and technological turbulence on open innovation success	Bert Verhoeven: Collaboration for Innovation: Network processes and capabilities	Eefje van der Werf: Innovation for Energy Efficient Renovation in Dutch Social Housing	Ilaria Campana, Giulia Renucci: The Innovation Way® laboratories for small and medium enterprises		

[1530 – 1600] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1600 – 1730] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)						**Workshop**	**Incubators Session**
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.02	Room: JH0.03 Paranymph
Session: 6.1 Managing Innovation 6 / Green & Eco-innovation 1	**Session: 6.2 Individual Innovation: Behaviour**	**Session: 6.3 Service Innovation 1**	**Session: 6.4 Collaboration in R&D**	**Session: 6.5 EU/Funded Projects: Regions**	**Session: 6.6 Ideas & Ideation 1**	**ISPIM Seeks Solutions: Solving the Innovation Management Challenge** led by Jean-Sébastien Bouchard & Philippe Dancause (co-founders of Grisvert), Christophe Deutsch & Frank Piller	**Creating and Managing an Innovation Ecosystem** led by Feargal Mac Conuladh - La Salle Technova Barcelona laSalle Technova Barcelona
Facilitator: Tom Moore	Facilitator: Joanne Hyland	Facilitator: Rich Radka	Facilitator: Antero Kutvonen	Facilitator: Yves Boisselier	Facilitator: Rob Dew		
Richard Walker: Innovation acceleration using V2IO from Swedish Biomimetics 3000	Stan De Spiegelaere: Innovative Work Behaviour: Concept and Measurement	Stefania Passera: When, how, why prototyping? A practical framework for service development	Juha Hinkkanen: Effect of competitive pressure on R&D cooperation in Russian firms	Nicolas Wallet: Unicreds triple helix partnerships	Guy Parmentier: Selecting ideas in a creativity session		
Markus Spiegel: Results Driven Innovation	Siby Jose: Distal antecedents and innovative behavior in the workplace	Heli Aramo-Immonen: The paradigm shift from product innovation to service innovation	Kaddour Mehiriz: Economic determinants of R&D collaboration between firms and research organizations	Mathias Mallmann: Regional innovation governance: European study on good practices	Ellen Di Resta: Value Through Innovation: Selecting the Right Ideas to Develop		
Christian Grefrath, Dirk Wagner: Impact of sustainable factors on life cycle oriented solution development	Anna Walker: Do Creative employees experience reduced Perceived Organisational Support?	Richard Cuthbertson: The Service Innovation Triangle: a Tool to Create Value through Innovation	Jeaneth Johansson, Malin Malmström: To Exchange or not to Exchange Information: Inter-organizational R&D collaboration	Urko Lopez: ERALAN2: Managing the innovation	Virpi Koskela: Experiences of presence in advancing innovation		
Tomasz Nitkiewicz: Evaluation of EU Financed Projects Impact on Eco-Innovation	Eva Lovén: Understanding proactive initiative and task conflict in innovative work	Antonio Carmona-Lavado: Measuring innovativeness in experiential services: the case of restaurants	Andrea Hanebuth: Managing R&D collaboration as virtual organization - A suitable concept?	Anja Gjaerum: Innovation through collaboration - in, for and with the regions	Jesus Alcoba: Group Creativity Management		

[1730 - 1800] Luminary Speaker Sessions			
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04
Chair: José Carlos Caldeira	Chair: René Rohrbeck	Chair: Michael Dell	Chair: Marko Torkkeli
Haydn Shaughnessy Author: The Elastic Enterprise, Forbes.com Blogger **The Transformation of Innovation**	**Rohit Talwar** Global Futurist CEO, Fast Future **Foresight, innovation and the future-ready organisation**	**Pep Torres** Founder, miBa - The Museum of Ideas & Inventions of Barcelona **Backstage of ideas**	**Frank Piller** - Director, Technology & Innovation Management Group, RWTH Aachen University **Christophe Deutsch** - R&D Manager, Telops & Strategic Advisor, Quebec Seeks Solutions **Local Open Innovation: What it is and how to bring it into action**

[1800] End of Sessions - Day Two

[2000 – 2330] Conference Social Evening

Delegates are invited to a relaxing evening with a buffet dinner and drinks at the Carpe Diem Lounge Club (CDLC), one of the most famous beachfront venues in Barcelona. The evening will include the return to ISPIM of The Isabel Darque Quartet and the long-awaited debut of the ISPIM Band!

Venue: CDLC Lounge Club, Passeig Maritim 32, Marina Beach, Barcelona. Please make your own way there and don't forget to bring your badges.

Website: www.cdlcbarcelona.com

Dress Code: Casual

WEDNESDAY, 20 JUNE

Venue: La Salle - Ramon Llull University - The St. Jaume Hilari Building (Entrance at the intersection of c/ Quatre Camins and c/ Lluçanès)

[0930 – 1100] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)	**Academic Research Development Sessions** (7 mins presentation & 3 mins peer feedback per presenter)

Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.03 Paranymph	Room: JH0.01	Room: JH0.02
Session: 7.1 Green & Eco-innovation 2	**Session: 7.2 Individual Innovation: Organisational Actions**	**Session: 7.3 Service Innovation 2**	**Session: 7.4 Collaboration for Innovation 1**	**Session: 7.5 Universities for innovation 1**	**Session: 7.6 Ideas & Ideation 2**	**Session: 7.7 Entrepreneurship & New Business**	Facilitator: Eelko Huizingh **ARDS7A:** Byoung Chul Lee: University Technology Licensing Offices... Paul Ellwood: Commercialisation of University Science... Philipp Kipp: Introducing Open Innovation to Universities... Lenaig Barreau: Structuring innovation in a corporate university **ARDS7B:** Jaione Agirre: Cooperative plan for SMEs in Gun Industry Daria Podmetina: NPD Cooperation for Market Expansion... Paul Pounder: The Role of Policies in Financing Innovation...	Facilitator: Jens Leker **ARDS7C:** Laura Buguñá: Fostering knowledge management in healthcare... Géraldine Vidou: Sustaining corporate internal venturing... Viesturs Zeps: Post-incubation impact on high-growth startups Michal Dunaj, Yasmin Narielvala: Corporate Incubation Success Factors... **ARDS7D:** Beata Poteralska: Structure for Generation of Innovative Research... Martin Petschnig: Driving Adoption of Alternative Fuel Vehicles... Cesare Riillo, Dimitrios Salampasis: Innovation in freight road transport...
Facilitator: Christina Grundström	Facilitator: Simon Minderhoud	Facilitator: Jose Albors Garrigos	Facilitator: Stephan von Delft	Facilitator: Leona Fitzmaurice	Facilitator: Philippe Delespesse	Facilitator: Francesc Miralles		
Pablo del Río: Business Strategies and Capacities for Eco-Innovation	Benjamin Reid: Actions for HR and People Management in supporting Open Innovation	Per Egil Pedersen: Open Service Innovation: A Feasibility Study	John Michela: Collaboration for Innovation through Knowledge Representation	Zhi Li: Academics' professional identities and actions for innovation	Nico Thom: Inter-organizational idea management - turning ideas into innovation	Sam Kamuriwo: Pre-investment Screening, Contractual Rights and Monitoring in Venture Capital Contracting		
Helena Forsman: Pathways from Green Innovations to Competitiveness	Tone Merethe Aasen: Preparing enterprises for employee-driven open innovation	Andrey Martovoy: Open innovation in banking services: advantages and disadvantages	Nathalie Drouin: Collaborative capability to build innovative projects	Matthias Schindler: The Development of Business Models alongside University Technology Development	Andera Gadeib: Crowdpower - Understanding Drivers for Strong Product Ideas	Aali Lilleorg: Study tours as a catalysts for innovation		
Mohammad Yarahmadi, Peter Higgins: Cooperation as a driver of environmental innovation in Australian businesses	Thomas Wallner: Are High Performance Work Systems applicable to R&D Departments?	Tor Helge Aas: Specialized Public Service Providers? Innovativeness: The Usefulness of Componentization	David Feitler: Global Network Platform evaluation within a large multi-national company	João Claro: Transitioning from opportunity framing to pre-organization in academic new ventures	Ralph Lichtner: Does Design matter? A longitudinal Ideation Analysis of Crowdsourcing Platforms	Carla Riverola: Analysis of Entrepreneurship Intentions for Nascent Entrepreneurs		
Prune Perrault Gautier: How to assess a green process: the green ROI	Heidi Olander: Human Resources: Invaluable Inventors or Weakest Links?	Pierre-Jean Barlatier: NSD Processes in RTOs: Evidence from five European Research Centers	Daria Zagorskaya: Russian Companies' Cooperation Capabilities: An Examination and Recommendations for Improvement	Sven De Cleyn: Venture Capitalists and Young High-tech Academic Spin-offs: A Happy Marriage?	Tom Moore: Methods for Creativity: Traffic Jams and Tropical Seas	Ferran Giones: A Constructivist Approach for Technology-based Entrepreneurship		

[1100 – 1130] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1130 – 1300] Scientific & Practitioner Sessions (15 minutes per presenter plus 30 minutes facilitated group discussion)						**Workshop**	**Academic Research Development Sessions** (7 mins presentation & 3 mins peer feedback per presenter)	
Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH0.03 Paranymph	Room: JH1.06	Room: JH0.01	Room: JH0.02
Session: 8.1 Innovation Culture & Values	**Session: 8.2 Individual Innovation: Training**	**Session: 8.3 Technological Innovation 1**	**Session: 8.4 Collaboration for Innovation 2**	**Session: 8.5 Universities for innovation 2**	**Session: 8.6 Users & Individuals in Innovation**	**Design the New Business: The growing role of design thinking within innovation** led by Rich Radka, Claro Partners	Facilitator: Eelko Huizingh **ARDS8A:** Andreas Braun: The Driving Forces of Business Model Innovation Eider Bidaurratzaga: Strategic foresight in SMEs... Marcus Berlin: Strategy portfolio - The link between quality and innovation activities **ARDS8B:** Albert Lejeune: Business model innovation... Mary Genevieve Billington: Intermediaries -the Norwegian model Hajime Sasaki: Focus on Boundaries of Industrial Networks...	Facilitator: Urs Daellenbach **ARDS8C:** Jan Finzen: Comparative Study of Innovation-Related Crowdsourcing Projects... Marc Steen: Benefits of Human-Centred Design in Open Innovation Projects Tim Majchrzak: Influencing Factor in Virtual Team Innovation Processes... **ARDS8D:** Nina Koivisto: User Driven Radical Innovations Frank Hartmann: Innovation Competence in Regions... Jose Albors Garrigos: Disruptive Innovation in low-medium tech clusters...
Facilitator: Joanne Hyland	Facilitator: Bruno Woeran	Facilitator: Byoung Soo Kim	Facilitator: Jeff Hovis	Facilitator: Stephan von Delft	Facilitator: Melissa Clark-Reynolds			
Irina Savitskaya: Culture for innovation in mobile game development. Case Finland	Bernard Monnier: Doctoral Training in the Areas of Entrepreneurship and Innovation	Nadia Noori: Managing the quality of platform complements	Gabrielle Kuiper: Managing collaboration with autonomous artists to further innovation	Graham King: University-industry collaboration to engender innovation in the English-speaking Caribbean	Jari Kuusisto: Diffusion of User Innovations - A firm-level survey			
Monika Petraite: Diversity of Innovation Culture Profiles in Business Organizations	Tania von der Heidt: Fostering business students' creative problem solving through marketing planning	Christian Scheiner: Thinking Patterns and Gut Feeling in Technology Recognition and Evaluation	Tuula Lehtimäki: Industrial Co-Innovation Process: Relational Approach	Dzamila Bienkowska: Industrial Graduate Schools: University-Industry Interaction for Development of Absorptive Capacity	Pamela Adams: Users and collaborative innovation: evidence from the semiconductor industry			
Elina Riivari: Ethical Culture of Organisations, Organisational Innovativeness and Organisational Effectiveness	Gabriela Silva: Integrating guided reflection in a pedagogic approach to learning	Elliott Parsons: The Case for a Systems Approach to Manage Technological Innovation	Brenda Bos: Alliances and Acquisitions: a Review of their Link to Innovation	Allen Alexander: Open Innovation Era: Are Universities up to the challenge?	Severin Beucker: Innovation Communities in Radical Innovations			
Tanja Kotro: Value Creation and the New Corporate Ethnography	Alex Maritz: Innovation training within the Australian advanced manufacturing industry	Silvia Rummel (Haudek): A technology readiness level approach for technology driven concepts	Christina Oberg: The Role of Identity for OSS Innovations	Leona Fitzmaurice: University Research and Economic Development in the United States	Gavin Smeilus: UK Independent Inventor Engagement in Open Innovation: the Licensing Interface			

[1300 – 1400] Networking Lunch

(Room: JH Conference Centre Foyer Level -3)

[1400 – 1530] Scientific & Practitioner Sessions

(15 minutes per presenter plus 30 minutes facilitated group discussion)

Workshop

Room: JH1.01	Room: JH1.02	Room: JH1.03	Room: JH1.04	Room: JH1.05	Room: JH1.06	Room: JH0.03 Paranymph	Room: JH0.01	Room: JH0.02
Session: 9.1 Ambidexterity & Innovation	**Session: 9.2 Design Thinking for Innovation**	**Session: 9.3 Technological Innovation 2**	**Session: 9.4 Radical Innovation**	**Session: 9.5 Publishing for Innovation**	**Session: 9.6 Front-end of Innovation**	**Session: 9.7 NPD & Packaging Innovation**	**Session: 9.8 Theory development & Measurement**	**Innovation & Entrepreneurship Teaching Workshop** led by John Bessant and Joe Tidd
Facilitator: Jørn Bang Andersen	Facilitator: Dirk Schneckenberg	Facilitator: Jeff Hovis	Facilitator: Michael Dell	Facilitator: Irina Savitskaya	Facilitator: Alexander Brem	Facilitator: Monika Petraite	Facilitator: Daria Podmetina	
Carsten Gelhard: The Relationship between Cross-Functional Integration, Organizational Performance and Ambidextrous Mediators	Katja Tschimmel: Design Thinking as an effective Toolkit for Innovation	Jaouad Daoudi: Discontinuity and Collaboration in Technological Projects	Corrado Carretti: Balancing Actions for Radical and Incremental Innovations in SaesGetters	Stephan von Delft: Scepticism and performance - The Not-Invented-Here Syndrome in academia	Fiona Schweitzer: How can the front-end of product innovations be structured?	Akio Nagahira: Impact of fuzzy front end on Korean NPD success	Erik Lindhult: Democratizing Innovation - Theoretical considerations	
Jing Cai: Innovation Exploration, exploitation and supplier network management	Christophe Vetterli: Designing Innovation: Prototypes and Team Performance in Design Thinking	Carla Koen: Collaborative Innovation in High-Technology Industries	Hanna Silvennoinen: Dynamic Capabilities and Innovation in Magazine Publishing Industry	Vitavin Ittipanuvat: Measuring Relatedness between Technology and Social Issue Citation Networks	Christos Lecou: Selection patterns in front end decision-making	Paul Trott, Mark Lowman: How outsourcing New Product Development can hinder a firm's innovation	Maria Larraza Malkorra: Developing grounded theory on organizational innovation	
Joachim Hafkesbrink, Dzenefa Kulenovic: Contextual Ambidexterity and individual Competencies for Exploration and Exploitation	Tricia Berman: The role of Design in Innovation Policy Development	Hyundo Choi: Relationships between network formation, complementary industrial sectors, and government policies	Lorenzo Boscherini: Escaping the incumbent's curse: how utilities manage renewable energy technologies	Keisuke Shinagawa: The Role of a "Scientific Seed Theory" in Scientific Innovation	Alexis Jacoby: Improving performance in the Front-end of Innovation	Christopher Simms: Why FMCG firms fail to act on packaging innovation opportunities	Byoung Soo Kim: Measuring National R&D and Innovation: Implications of the OECD Indicators	
Sebastian Kortmann: The Influence of Integration Mechanisms on Organizational Ambidexterity	Markus Kretschmer: Success Factor Sustainability and the Need for Action in Design	Arho Suominen: When technologies fail? The impact of policy-push on innovation	Desai Narasimhalu: Innovation Rules - A method for identifying disruptive innovation opportunities?	Camille Ryan: Evaluating the Canadian Light Source Synchrotron (CLS) Scholarly Network Teemu Santonen: Social Network Analysis of the ISPIM Innovation Management Community	Iris Gabriel: Action at the front end of innovation	Richard Bordenave: Blindspots in early testing Consumer Packaged Goods innovation	Rafael Ochoa: Innovation Measurement: Trends and characteristics	

[1530 – 1600] Coffee Break

(Room: JH Conference Centre Foyer Level -3)

[1600 – 1700] Closing Session

(Room: JH Conference Centre Plenary Level -3)

Conference Summary Session:

- **Corporate Foresight Group Summary**
  by Cinzia Battistella, University of Udine, Italy
- **Academic Research Development Sessions Summary**
  by Eelko Huizingh, University of Groningen, Netherlands
- **Thought Leaders Sessions Summary**
  by Tatjana Samsonowa, i.PERF - Institute for Research Performance Management, Germany
- **Topics & Trends Summary**
  by Irina Saur-Amaral, University of Aveiro, Portugal

Invitation to attend The XXIV ISPIM Conference
Innovating in Global Markets: Challenges for Sustainable Growth
Helsinki, Finland: 9-12 June 2013
Hosted by Aalto University School of Economics

Invitation to attend The 5th ISPIM Innovation Symposium
Stimulating Innovation: Challenges for Management, Science & Technology
Seoul, Korea: 9-12 December 2012
Hosted by The Korea Institute of S&T Evaluation and Planning (KISTEP)

Awards for Outstanding Contributions

[1700] Close of Conference

Further Information

General

- Barcelona Conference Highlights
- Directions to Conference Venues
- Barcelona Call for Papers
- Promotion, Exhibition & Sponsorship Opportunities

For Authors/Presenters

- Guidelines for Authors
- ISPIM Paper Template
- Evaluation and Selection Process
- Guidelines for Presenters

For Facilitators/Moderators

- Guidelines for Parallel Session Facilitators
- Guidelines for Roundtable "Hot Topic" Moderators

Submissions & Bookings

Conference Secretariat: conference@ispim.org

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