



The XV ISPI M Annual Conference

"Successfully creating innovative products and services: integrating academia, business and consulting"

The Radisson SAS Park Hotel, Fornebu Park, Oslo, Norway

20-24 June 2004

Supported by:



The ISPIM 2004 conference "Successfully creating innovative products and services: integrating academia, business and consulting" takes place from 20-24 June 2004 at the Radisson SAS Park Hotel, Fornebu Park, Oslo, Norway.

The hotel enjoys a unique location right in the middle of lush, green Fornebu Park next to a private beach, yet Oslo city centre is only 10 minutes away by taxi or bus. Oslo Airport Gardermoen is 55 km away from the hotel, and can easily be reached with bus or airport train.

This conference again features both academic papers and presentations from industry, together with workshops that elaborate on the theme of the conference. In addition, there will be a dedicated poster display.

### Conference Programme

**Sunday 20 June:**

12:00 – 19:00	Registration at The Radisson SAS Park Hotel, Fornebu Park
16:00 – 18:00	ISPIM Board Meeting – Closed Meeting
19:00 – 22:00	Opening Dinner with Crash-Course in Norwegian Language and Culture

**Monday, 21 June:**

08:00 – 09:00	Registration & Coffee
09:00 – 09:15	Conference Welcome Address by Jan Even Evensen, ISPIM 2004 Conference Chairman and Iain Bitran, ISPIM President
09:15 – 09:30	"ISPIM 2004 - The Conference Challenge" by Prof. Ravinder Zutshi, Head of ISPIM 2004 Conference Scientific Committee

09:30 – 09:40	ISPIM Address by Prof. Emeritus Knut Holt, Founder of ISPIM		
09:40 – 10:00	Key Note Address by Kjetil Storvik, Managing Director, Nordic Innovation Center: "Nordic Co-operation for the Promotion of Innovation"		
10:00 – 10:45	Key Note Address by William Tiga Tita, Northeastern University, Boston: "Bridging the digital divide via eLearning: The Global Equalizer"		
10:45 – 11:15	Coffee Break & Poster Display		
11:15 – 12:00	Key Note Address by Frederick A Peterson III, Xybernaut Corporation: "Homeland Security: The Threat, The Response, The Opportunity - How Governments, Business, Universities and Consultants can unite to stand against Terror"		
12:00 – 14:00	Telenor Company Visit & Lunch		
14:00 – 15:30	Parallel Sessions		
	Session 1: Measuring & Managing Innovation Chair: Markku Tuominen	Session 2: Innovation – The Cultural Context Chair: Ravinder Zutshi	Session 3: Collaborating for Innovation Chair: Jens Arleth
	Jon Aristi: "Enterprise Ideas Management: Energize the Corporation"	Thorvald Gran: "Micro - macro relations of culture and innovation. Norway and South Africa. A reflection on John Searle's theory of rationality in action"	Mai Anttila: "Strategic Triangle: Discovering Business Innovation, Channel Collaboration, and Value Delivery as an International Research Odyssey"
	Arie Nagel: "How to increase the innovativeness of a firm"	Kazuo Yanagishita: "A Proposal for World Technological Grand Prix to Accelerate Technological Progress without War"	Panagiotis Tsarchopoulos: "Virtual Spaces for the Exploitation of R&D Results"
	Ahmad Abdalla: "Measurement Criteria of the relevance of the Innovation Management methods and tools"	Arnt Fløysand: "Foreign direct investment (FDI) and poverty reduction"	Henrik Morgen: "A range of critical management issues are often neglected in otherwise elaborate business plans for technology-based spin-outs"
	Discussion	Discussion	Discussion
15:30 – 16:00	Coffee Break & Poster Display		
16:00 – 17:30	Parallel Sessions		
	Session 1: Innovation Process Improvements Chair: Arie Nagel	Session 2: Innovation – The Industry Context Chair: Mai Anttila	Session 3: Corporate – University Linkages Chair: Joseph Kuvshnikov
	Jouni Koivuniemi: "Micro-economics and organisational effectiveness of the front end of innovation"	Tiina Tuominen: "Service Innovations in Real Estate Business - Exploratory Research on Service Innovation Practices in the Finnish Real Estate Cluster"	Jorge Gomes: "Managing Relationships of The Republic of Science and The Kingdom of Industry"
	José Carlos Caldeira: "Critical Factors for Successful Product Development Innovation Projects"	Liviu Cotora: "Fostering value exchanges between members of an innovation project"	Dale A Littler: "The Partnership Paradox in Innovation Development"

	Hannele Lampela "Systems Thinking and Learning in Innovation Process"	Stan Haavik: Disruption of the market for Healthcare EDI communications	Eric Stevens: "Organising the Organisational Learning for supporting new service development, From research to consultancy"
	Discussion	Discussion	Discussion
17:30	Close of Day One		
18:00 – 20:30	Picnic & Oslo Excursion by Coach (delegates should bring their own drinks – perhaps something from their own country!)		
<b>Tuesday, 22 June:</b>			
08:30 – 09:00	Morning Coffee & Poster Display		
09:00 – 11:30	Triplet Workshops		
	Triplet 1: Session goal: Share experiences among participants, and draw decisive conclusions and recommendations for improved innovation management	Triplet 2: Session goal: Get feedback and establish contact with relevant research programs, other implementation initiatives and interested customers or consultants to partner with	Triplet 3: Session goal: Present and discuss the needs and approaches for new developing operational enterprise architectures and model-driven solutions design.
	Bjørn-Are Davidsen, Wenche Nag and Bjørn Hestnes, Telenor: "Disruptive Innovation - experiences with new technologies in changing environments"	Tor-Arne Bellika and Jens Arleth: "Innovation Benchmarking - user cases at macro and micro level - Denmark & Norway"	Frank Lillehagen and Helge G. Solheim, Computas: "Operational Enterprise Architectures - introducing the Enterprise Knowledge Architecture layer and services for solutions platform development"
11:30 – 14:00	DNV Company Visit & Lunch (including travel by coach to DNV)		
14:00 – 15:30	Parallel Sessions		
	Session 1: The Emerging Business Models Chair: Dale A Littler	Session 2: Role of Information in Innovation Chair: Eric Stevens	Session 3: Innovation & Economic Development Chair: José Carlos Caldeira
	Ismo Koponen: "Using data Manipulation when solving a MCDM (multi criteria decision making) problem"	Sanna Taalikka: "The Effect of Information and Communication Behavior on the Adoption of Corporate Websites among Industrial Companies"	William Tiga Tita: "Business Models for Net Markets in Emerging Economies"
	Jan Edelmann: "Future development of mobile services and applications examined through real options approach"	Kazuyoshi Ishii: "An Information Behavior in Product Characteristic Deployment Approach to Increase Customer Satisfaction by Combination with Product and Service"	Ahmad Abdalla (for Gurvinder Virk): Innovation Management in SMEs – experience of successful European companies
	Juan Maria Goenaga: "A process towards an innovative company"	Olave Lohne: "Technology transfer regimes: Actors, strategies and means in cognitive innovations systems"	Alessandra Maria de Souza: "Innovation managed as strategic decision: Case study from the Brazilian cosmetic field"
	Discussion	Discussion	Discussion

15:30 – 16:00	Coffee Break & Poster Display		
16:00 – 17:30	Parallel Sessions		
	Session 1: Innovation and Global Production Chair: Frank Lillehagen	Session 2: Information Technology and Innovation Chair: Jouni Koivuniemi	Session 3: Innovation and Corporate Venturing Chair: Jorge Gomes
	Takaya Ichimura: "Technology Management in the Global Production System"	Eelko Huizingh: "Applying the Internet for Innovation: The Case of Web Site Customization"	Sari Kola-Nyström: "In the search of corporate renewal – focus on corporate venturing"
	Virpi Tuukkanen: "The global trends in EMS industry – the effects on continuous creation of knowledge in Finnish electronic manufacturing"	Ravinder Zutshi: "The Sustainability of IT versus R&D as a Competitive Strategy"	Udo-Ernst Haner: "On How Organizational Environments Influence Innovativeness – A Case Study from a Large ICT Company"
	Maria Taitokari: "Creating New Innovations for the Packaging Industry"	Halldor Rossebo: "Opera Software - Phantom of the web"	Iain Bitran & Marko Torkkeli: "innovationEnterprizer: System for Evaluating and Managing Corporate Innovation"
	Discussion	Discussion	Discussion
17:30	Close of Day Two		
18:00 – 20:30	Picnic & Oslo Fjord Excursion by Boat (delegates should bring their own drinks – perhaps something from their own country!)		
<u>Wednesday, 23 June:</u>			
08:30 – 09:00	Morning Coffee & Poster Display		
09:00 – 10:30	Parallel Sessions		
	Session 1: Managing Ideas in Turbulent Environments Chair: Ferdinando Chiaromonte	Session 2: Entrepreneurship Education Chair: Jan Edelmann	Session 3: Customer Centred Innovation Process Chair: Marko Torkkeli
	Jukka Bergman: "The exploration of future service innovations in the radically changing business environment within the electricity distribution industry"	Joseph Kuvshinikov: "Using Business Simulations in Entrepreneurial Education to Develop Critical Thinking Skills Necessary to Successfully Create Innovative Products and Services"	Hanna Norlund: "Creating innovations with customers' customers"
	Frank Lillehagen: "Knowledge Model Designed Solutions - A new approach to Systems Engineering"	Kirsti Jensen: "Educating entrepreneurs"	Pekka Berg: "Customer oriented innovation management - Description of a database and benchmarking analysis from the customer viewpoint"
	Alex Gofman: "State of the art research and development tools to put innovation in the hands of the 'many'"	Stormi Moskal: "Student Motivation and Attitude"	Erik Dahl: "Innovating to delight customers while adding to the bottom line"
	Discussion	Discussion	Discussion
10:30 – 11:00	Coffee Break & Poster Display		

11:00 – 11:20	Key Note Address by Kirsti Kierulf, President , Women's University Norway: "Innovation and diversity; a necessity difficult to accomplish"
11:20 – 11:40	Key Note Address by Paul Chaffey, Managing Director, Abelia: "The role of an employer's organisation in furthering innovation among members"
11:40 – 12:00	Key Note Address by Geir Jacobsen, Technology Director, Innovation Norway: "How to promote innovation in Norway"
12:30 – 14:30	Lunch & Poster Display
14:30 – 15:00	Key Note Address by Richard J Marsh, SBDS International & ISIS: "The Impact of Industry Opinion Leaders (IOLs) on Speeding Up Successful Innovation: from Ideas to Commercialization"
15:00 – 15:10	Presentation of The Knut Holt Award for Best Conference Paper
15:10 – 15:20	Invitation to The XVI ISPIM Conference in Porto, Portugal (June 2005) by José Carlos Caldeira
15:20 – 15:30	Closing Ceremony
15:30	Conference Closes
15:30 – 16:30	ISPIM Members Meeting in the Main Auditorium - Open Meeting for all ISPIM Members and Prospective Members
20:00 – late	Midsummer Solstice Networking & Incubation Evening Event with Dinner and Cash Bar
<b>Thursday, 24 June:</b>	
10:00	Conference ends after Breakfast!