

# IFKAD-KCWS 2012 – FINAL PROGRAM

Wednesday 13 June 2012

09.00 – 09.30

**PHD CONSORTIUM REGISTRATION** – *Mediateca Provinciale, Piazza Vittorio Veneto*

**Venue: University of Basilicata, Via San Rocco 1, Matera**

09.40 – 09.50

**WELCOME OPENING** (room 36)

*Harri Laihonen – Tampere University of Technology, FIN*

09.50 – 11.30

**PARALLEL TRACKS**

(Room 36) **KNOWLEDGE WORK** *chair: Harri Laihonen*

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*Mila Hakanen, Aki Soudunsaari*

Trust and High Performing Teams – Findings from Top Level Sports Teams

*Sari Metso*

Learning Professional Skills - a Theoretical Framework

*Terhi Yliniemi*

Managing Work Engagement - Improving the Performance of Academic Staff

*Pekka Kahri*

Management Questions in Knowledge Intensive Public Services

(Room 33) **INTELLECTUAL CAPITAL** *chair: Daniela Carlucci*

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*Romilio Labra Lillo, M. Paloma Sanchez*

Analysis and Comparison of National Intellectual Capital Assessment Models

*Andreea Bordianu, Andrew Robinson, Nicholas Wilson*

Accounting Measures of Intellectual Capital: An Empirical Analysis of UK Companies

*Ljiljana Čule*

IC Impact on Value Creation in Major Companies

*Ronald Orth, Holger Kohl*

Intellectual Capital and Sustainability Management: Perspectives for an Integrated Reporting and Benchmarking

(Room 37) **KNOWLEDGE BASED DEVELOPMENT** *chair: Tan Yigitcanlar*

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*Flavia Curvelo Magdaniel*

The University Campus as a Real Estate Object and its Development in the Context of the Knowledge Economy

*Jessica T.T.Yip, W.B.Lee, Eric Tsui, Cherie C.Y. Lui*

Analysis and Mapping of Knowledge Activities in Unstructured Business Processes - A Knowledge Audit Case Study in Hong Kong

*Salvador Neme Calacich*

University, Business and Government at the Competitiveness of SMEs in Tabasco Case of Corn Tortilla, as part of the Knowledge Society

11.30 – 12.00

**COFFEE BREAK**

12.00 – 13.40

**PARALLEL TRACKS**

(Room 36) **INNOVATION CAPABILITY** *chair: Harri Laihonen*

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*Elina Karttunen*

Managing and Measuring Innovation Capability in Service Sector - Review Study

*Mina Saunila*

Performance Measurement for Innovation Capability Improvement in SMEs

*Ilona Dubra*

The Evaluation of Influential Factors on Enterprises Innovation Capacity in Latvia

*Sanna Pekkola, Hannu Rantanen*

Utilization of Performance Measurement Information on Management: Top Managers' Perspective

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# IFKAD-KCWS 2012 – FINAL PROGRAM

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(Room 33) **KNOWLEDGE MANAGEMENT** chair: Daniela Carlucci

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*Pirjo Syysnummi, Harri Laihonen*

From Local Governance to Geographic Dispersion - Implications for Knowledge Management

*Stefan Wilhelm, Stefan Guldenberg, Wolfgang Güttel*

Do You Know Your Valuable Customers? A Customer Knowledge Management Perspective for Entrepreneurial Firms

*Virpi Sillanpää*

Measuring the Impacts of Welfare Services

*Anne Kokkonen*

Exploring Socially Structured Knowledge in the Construction Industry

(Room 37) **KNOWLEDGE BASED DEVELOPMENT** chair: Tan Yigitcanlar

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*Gina Laura Baena Paz*

The University as a Strategic Manager in the Construction of a Region of Knowledge. Case Juárez Autónoma de Tabasco University (UJAT)

*Ufuk Bal*

The Socio-Economical Effects of New Technologies on European Urban Space

*Scott A. Kerth*

Linking Innovation and Sustainability and Exploring an Organizational Structure Supporting Organizational Innovation

13.40

**PhD CONSORTIUM CLOSING REMARKS** (room 36)

**Venue: Cinema Comunale - Mediateca, Piazza Vittorio Veneto, Matera**

12.30 – 14.00

**REGISTRATION**

14.00 – 14.15

**CONFERENCE OPENING**

*Giovanni Schiuma – University of Basilicata, ITA*

14.15 – 15.05

**KEYNOTE SPEECH**

*Stephen Selby - Polytechnic University of Hong Kong, HKG*

*"Innovation, Sustainability and Intellectual Capital from the Chinese Perspective"*

15.05 – 15.55

**KEYNOTE SPEECH**

*Jay Liebowitz - University of Maryland, USA*

*"Implementing KM Strategies: The KM Journey"*

15.55 – 16.20

**COFFEE BREAK**

16.20 – 17.10

**KEYNOTE SPEECH**

*Stefano Zambon - University of Ferrara, ITA*

*"The management of sustainability and the sustainability of management: the intangibles connection. An international perspective"*

17.10 – 18.10

**KEYNOTE SPEECH**

*Nicolas Gorjestani - World Bank, USA*

*"Management mindsets in 21st century learning organizations"*

19.00 – 21.30

**WELCOME RECEPTION - Le Monacelle, Via Riscatto 9/10, Matera**

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Thursday 14 June 2012

**Venue: Hotel Palace, Piazza Michele Bianco 1, Matera**

08.30 – 08.40

## OPENING DAY TWO

*JC Spender – ESADE and Lund University, USA*

08.40 – 09.30

## KEYNOTE SPEECH

*Tan Yigitcanlar - Queensland University of Technology, AUS*

*Javier Francisco Carrillo - Tec de Monterrey, MEX*

*"Building prosperous knowledge cities"*

09.30 – 11.10

## PARALLEL SESSIONS

### KNOWLEDGE BASED FOUNDATION OF INNOVATION *chair: Susanne Durst*

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*Alena Klapalová, Ladislav Blažek, Mária Králová, Petr Pirožek*

Innovation and knowledge management of MNC's subsidiaries in the Czech Republic

*Barbara Scozzi, Nicola Bellantuono, Pierpaolo Pontrandolfo*

Different practices to implement open innovation

*Tuula Mittilä, Heli Aramo-Immonen*

Knowledge management in industrial service innovation

*Antonio Messeni Petruzzelli, Tommaso Savino*

Timing of Search and Innovation. The Moderating Effect of Firm Age and Size

### ASSESSING INTELLECTUAL CAPITAL AND BUSINESS PERFORMANCE *chair: Jose Maria Viedma Marti*

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*Laura Girella*

A Political Economy of Intangibles Reporting: The Case of Japan

*Paola Demartini, Paola Paoloni*

Awareness of your own intangible assets: a hypothesis of overlapping between IC and CSR statements

*Antonella Silvestri, Stefania Veltri*

Is the Value Added Intellectual Coefficient (VAIC)<sup>TM</sup> an adequate method to measure intellectual capital?

*Johan Graaf*

Colouring the numbers - on the role of IC in financial reporting

### SUSTAINABILITY AND DEVELOPMENT DYNAMICS *chair: Francesca Iacobone*

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*M.Zainora Asmawi, Alias Abdullah, Muhammad Faris Abdullah, Muh. Nur Azraei Shahbuddin*

The Delivery System of Development Impact Assessment Using GIS-based Technology: Towards Sustainable Urban Environment

*Valentina De Marchi, Roberto Grandinetti*

Knowledge management for environmental innovations: the case of Italian manufacturing firms

*Grazia Concilio, Adele Celino*

Learning and innovation in Living Lab environment

*Maria Cristina Majello*

Integrated waste management to improve quality life on a stairs street in Naples

### KNOWLEDGE CITIES *chair: Tan Yigitcanlar*

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*Jorg Rainer Noennig, Stefan Brenn, Valentin Hadelich*

Urban Atmospherics: The Intangible City as a Knowledge Resource

*Stefanie Wesselmann, Rainer Lisowski*

On cities efforts to design science-based strategies. Patterns and political limitations. A case study from Germany

*Norzailawati Mohd Noor, Alias Abdullah, Mazlan Hashim, M.Zainora Asmawi*

Managing urban land use sprawl in developing countries using GIS and Remote Sensing: Towards resilient cities

*Patrizia Ingallina, Mauricio Martinez*

A new kind of city's competitiveness and attractiveness by use of contactless in urban project development: the cases of Nice and Caen

11.10 – 11.40

11.40 – 13.20

## ARTS, DESIGN AND KNOWLEDGE DYNAMICS *chair: Giovanni Schiuma*

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*Heli Aramo-Immonen*

Artefacts produced via design methods as boundary objects and mediating processes among non-designer engineers in idea generation

*Anne Pässilä, Tuomo Uotila, Helinä Melkas*

Facilitating collaborative knowledge creation by using 'Research-Based Theatre' in organizational development: Experiences from a Finnish wood-processing company

*Giovanni Marco Chiri, Ilaria Giovagnorio*

Zhaoqing study-case. An example of 'efficient' urban design

## COFFEE BREAK

## PARALLEL SESSIONS

### KNOWLEDGE BASED FOUNDATION OF INNOVATION *chair: Stephen Selby*

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*Ingi Runar Edvardsson, Susanne Durst*

Knowledge creation as a source for innovation in SMEs: A literature review

*Stephen McLaughlin*

Identifying the barriers to collaborative Innovation in a Research and Development Organization: A case study.

*Juhani Ukko, M.Saunila, S.Pekkola, S.Parjanen, J.Salminen, T.Rantala, M.Mäkimmattila*

Effectiveness of innovation capability development methods

*George Tovstiga, Henning Grossmann*

Innovation failure and learning revisited: conceptual model and empirical evidence

### ASSESSING INTELLECTUAL CAPITAL AND BUSINESS PERFORMANCE *chair: Antti Lönnqvist*

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*Maria Serena Chiucchi*

Measuring and reporting IC: lessons learned from an interventionist research project

*Benedetta Siboni, Maria Teresa Nardo, Daniela Sangiorgi*

Italian State Universities Performance Plans: A Intellectual Capital Focus?

*Franco Maria Battagello, Livio Cricelli, Michele Grimaldi*

Knowledge - based Assets Evaluation and Intellectual Capital Rating: A Flexible Solution

*Aki Jääskeläinen, Harri Laihonen*

Overcoming the specific challenges in the performance measurement of knowledge-intensive service organizations

### CREATIVITY AND GROWTH *chair: György Boda*

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*Valentin Hadelich*

Third Place Analysis: feel comfortable, use me, and be creative. "Third Places" as value drivers of innovation and creativity in cities, organisations and businesses in knowledge-driven society

*Margret Sigrun Sigurdardottir*

Personal values or financial returns: Creativity and low income in creative industries in Reykjavik

*Umar Garba Benna*

Lessons from Timbuktu City of Knowledge for the Creation of Knowledge Cities in Africa

*Stefan Brenn, Nora Krzywinski, Jörg Rainer Noennig*

Creative Microspaces & Coworking Atmospheres: How to enhance Creativity and Self-organization through Spatial and Managerial Offers

### SMEs AND SUSTAINABLE DEVELOPMENT *chair: Roberto Grandinetti*

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*Susanne Durst*

Remaining sustainable - Insights into small and medium-sized enterprises' practice

*Mira Hajdic, Filip Dulčić*

Knowledge management throughout various stages of a SME lifecycle

*Susanne Durst, Stefan Wilhelm*

Knowledge at risk? A visualization tool for small and medium-sized enterprises

*Lara Agostini, Anna Nosella, Roberto Filippini*

Protecting Intellectual Property to enhance firm performance: does it work for SMEs?

13.20 – 14.40

14.40 – 16.20

## KNOWLEDGE MANAGEMENT *chair: Jay Liebowitz*

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*Richard Vines, Carl Sudholz*

Linking practice change, decision support systems and context: Implications for Knowledge Management Practice

*Tatiana Gavrilova, Elvira Strakhovich*

Creating Visual Business Ontologies for Knowledge Management

*Jenna Ruostela, A.Lönnqvist, M.Palvalin, M.Vuolle, M.Ahokas, A.-L.Ikkala*

Improving knowledge work productivity through 'New Ways of Working': case Rapal

*Joana Ramos, Silvina Santana*

Integrating perspectives of knowledge management

## LUNCH

## PARALLEL SESSIONS

### KNOWLEDGE MANAGEMENT *chair: JC Spender*

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*Silva Karkouljian, Salam Majari*

Knowledge Management: A Panacea For Operational Risk?

*Jonna Käpylä, Henna Salonius*

Regional knowledge management in the Tampere Region

*Concetta Cristofaro, Assunta Lacroce, Rocco Reina, Marzia Ventura*

Managing the knowledge interdependence with electronic medical record: an empirical approach

*Aino Kianto, Pia Heilmann*

The impact of knowledge management on job satisfaction

### ICT AND KNOWLEDGE-BASED DYNAMICS *chair: Hana Al-nuaim*

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*Eduardo Munive, Paolo Taticchi*

Implementation of KM 2.0 technologies as an e-learning tool to promote collaboration in higher education

*Michal Charvat, Jan Voracek*

Role of knowledge in joint web design and business modelling processes

*Nicola Bellantuono, Donatella Ettorre, Gregory Kersten, Pierpaolo Pontrandolfo*

Knowledge-based e-procurement systems to negotiate logistics services

*Ettore Bolisani, Alberto Donò, Enrico Scarso*

Marketing of Knowledge-intensive Business Services: evidence from the ICT sector

### KNOWLEDGE BASED DEVELOPMENT *chair: Blanca Martins*

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*Gregory Kersten, Pierpaolo Pontrandolfo, Rustam Vahidov*

Knowledge-based coordination and support for software agents in supply chains

*Tan Yigitcanlar, Antti Lönnqvist, Jonna Käpylä, Henna Salonius*

Tampere region under the microscope: a critical analysis from the knowledge perspective

*Eleonora Gabriela Baban*

Political Marketing in the Context of the Knowledge Based Economy: Characteristics and Trends

*Grazia Concilio, Luciano De Bonis, Jesse Marsh, Ferdinando Trapani*

Towards a deep integration of socio-economic action and spatial planning

### MANAGING KNOWLEDGE IN HIGHER EDUCATION INSTITUTIONS *chair: Javier Francisco Carrillo*

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*Anne Sibbel*

Knowledge construction and learning for sustainability in a higher education setting

*Saad Haj Bakry, Abdulkader Alfantookh*

Supporting Knowledge Generation for Development in Higher Education Research

*Vincenza Esposito, Ernesto De Nito, Mario Pezzillo, Lucia Silvestri*

Dealing with knowledge in the public sector: the role of Performance Management Systems in the Italian University system

*Cristina Isabel Fernandes, João J. Ferreira*

Cooperation between KIBS and Universities: An Empirical Study

## SUSTAINABILITY AND DEVELOPMENT DYNAMICS *chair: Peter Lindgren*

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*Romilda Mazzotta, Stefania Veltri*

Exploring the effects of corporate governance on intellectual capital efficiency

*Antonio Lerro, Francesca Iacobone*

The role of the Technology Districts (TDs) for the regional development: background, performance indicators, policy implications

*Alan Derbyshire, Tatjana Kecojevic*

The Evolution of the Boka Kotorska as a Sustainable Urban Ecological Entity

*Graziella Sicoli, Romilda Mazzotta, Giovanni Bronzetti, Maria Assunta Baldini*

Intellectual capital reporting sustainability reports

## PARALLEL SESSIONS

### KNOWLEDGE CITIES *chair: Blanca Garcia*

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*Marjaneh Farhangi*

The Position of Urban sustainability in Knowledge-based Urban Development

*Michael Neuman*

Good City Process Knowledge for Sustainability

*Serena Viola*

Knowledge based and active protection for ancient city centres

*Jari Ylitalo*

Dialogic and Inclusive Leadership Development in a Large Municipality - Experiences from the Initiation Phase of a Development Programme

### ICT AND KNOWLEDGE-BASED DYNAMICS *chair: Enrico Scarso*

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*Hana Al-nuaim*

Challenges for Designing Context Aware M-Government for Citizen Participation

*Sonja D. Radenkovic, Jelena Jovanovic, Vladan Devedzic*

Content and Knowledge Management in Intelligent Learning Extended Organizations

*Miikka Palvalin, Antti Lönnqvist, Maiju Vuolle*

ICT-based productivity improvement in the context of a knowledge-intensive business service

*Janis Krumins*

How important is high-tech forecasting and coordination for innovations? Accelerating changes in the case of mobile web applications development

### KNOWLEDGE CREATION AND LEARNING ORGANIZATIONS *chair: Tatiana Gavrilova*

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*Kai Mertins, Cornelia Meyer, Markus Will*

Enterprise networks and the learning perspective: Benchmarking as a methodology for sustainable IC development of clusters and collaborative networks

*Pina Puntillo*

Knowledge Management In The Banking Sector. The Case Of Virtual Bank

*Silva Karkoulian, Leila Canaan Messarra, Richard V. McCarthy*

The Intriguing Art of Knowledge Management and its Relation to Learning Organizations

*Valentina Della Corte, Giovanna Del Gaudio*

Value creation: from dynamic capabilities to knowledge-based dynamic capabilities

### INTELLECTUAL CAPITAL AND DEVELOPMENT DYNAMICS *chair: Eckhard M. Ammann*

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*Gilberto Olavarrieta Trevino, Francisco Javier Carrillo*

Intelligence Capital: A Capabilities Maturity Model and a Technology Centre Case

*Gianpaolo Iazzolino, Domenico Laise*

Some methodological remarks on the concept of Value Added Intellectual Coefficient (VAIC)

*Blandine Laperche, Fabienne Picard*

Innovation strategies of industrial firms facing environmental constraints: learning from case studies

*Paulina Bednarz-Luczevska*

Knowledge and Values – Towards the Theoretical Framework For Practice-in-the-World

16.20 – 18.00

<b>20.30 – 23.30</b>	<p><b>MANAGING KNOWLEDGE IN HIGHER EDUCATION INSTITUTIONS</b> <i>chair: Anne Sibbel</i></p> <hr/> <p><i>Ricardo Emmanuel Flores, Lucía A. Rodríguez Aceves, Francisco Javier Carrillo</i> Intellectual capital externalities from industry-university collaboration</p> <p><i>Lukas Trcka, Josef Dobricky</i> Modelling and implementation of process management in universities as a tool for building competitive regions in Central and Eastern Europe</p> <p><i>Marc Oliver Stallony, Katharina Krüger, Janita Tönnissen</i> The Innovation Circle at Münster University</p> <p><b>GALA DINNER &amp; BEST PAPERS AWARD</b> - Hilton Garden Inn, Via Germania, Borgo Venusio, Matera</p>
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## Friday 15 June 2012

<b>08.50 – 09.00</b>	<p><b>Venue: Hotel Palace, Piazza Michele Bianco 1, Matera</b></p> <p><b>OPENING DAY THREE</b> <i>Tan Yigitcanlar – Queensland University of Technology, AUS</i></p>
<b>09.00 – 09.50</b>	<p><b>KEYNOTE SPEECH</b> <i>JC Spender - ESADE and Lund University, USA</i> "Exploring the differences between knowledge-assets and knowledge-absences"</p>
<b>09.50 – 11.30</b>	<p><b>PARALLEL SESSIONS</b></p> <p><b>ASSESSING INTELLECTUAL CAPITAL AND BUSINESS PERFORMANCE</b> <i>chair: Aino Kianto</i></p> <hr/> <p><i>Antonio Palmiro Volpentesta, Alberto Michele Felicetti</i> Mapping research competences in a scientific community</p> <p><i>Simon Burnett</i> The Strategic Role of Knowledge Auditing and Mapping: An Organisational Case Study</p> <p><i>Daniela Sposato, Pina Puntillo</i> Measuring and Managing Knowledge and Intellectual Capital in the Public Sector</p> <p><i>Cristiana Parisi</i> Intellectual Capital and Sustainability Performance Measurement and Reporting Practices</p> <p><b>SMEs AND SUSTAINABLE DEVELOPMENT</b> <i>chair: Ingi Runar Edvardsson</i></p> <hr/> <p><i>Gokcen Arkali Olcay, Melih Bulu</i> Effects of Support Funds for R&amp;D and Innovation on Firm Performance: Evidence from Turkish Small and Medium Enterprises</p> <p><i>Blanca Martins, Francesc Solé Parellada</i> Roles-purpose-and-culture misalignments: A setback to bottom-up SME clusters</p> <p><i>Peter Lindgren, Kristin Falck Saghaug</i> Business model and Intellectual Capital. How to release Intellectual Capital from SME's BM's?</p> <p><i>Bernd Görzig, Martin Gornig</i> Knowledge, Intangible Capital and the Dispersion in Profit Rates: Firm Level Results for Germany</p> <p><b>KNOWLEDGE CREATION AND LEARNING ORGANIZATIONS</b> <i>chair: Karim Moustaghfir</i></p> <hr/> <p><i>Yoshito Matsudaira</i> Leadership for Enabling Organisational Knowledge Creation</p> <p><i>Naoto Nadayama, Otto Mäkelä</i> Management of Multiple Knowledge Creation Cycles - A Case of Finnish Retail Company</p> <p><i>Paolo Canonico, Ernesto De Nito, Gianluigi Mangia</i> Control mechanisms portfolios in project based industrial organizations: analysing the impact on knowledge creation</p>

## KNOWLEDGE VALUE DRIVERS *chair: Giovanni Radaelli*

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*Darko Tipuric, Tanja Sliskovic, Domagoj Hruška*

The role of manager's social capital in acquiring new knowledge with regard to ownership structure of the firm

*Selen Kars-Unluoglu, Irina Mikhailava*

Bridging Knowledge Management and Human Resource Management: widening HR contribution

*Jose Maria Viedma Marti*

Wealth creation in the knowledge economy. Reflections on the cases of Spain and Portugal.

*Jin Hyo Joseph Yun, Woo Young Jung, Avvri Mohan, Eui Seob Jeong*

Measuring open Innovation by patents objectively and Applying it to Analyze IT Convergence Industry

## MAKCi AWARD WORKSHOP

The MAKCi Workshop will aim to highlight the relevance of knowledge-based development metrics and those of Knowledge-Cities in particular through the presentation and building of one of the critical tools of the MAKCi exercise: the MAKCi Nomination Form. Therefore, the aim of the MAKCi Workshop is to provide participants with a clear understanding of the MAKCi Framework and how it is used to generate a MAKCi Nomination of any city with relevant knowledge-based initiatives.

*Facilitator: Blanca Garcia - Northern Borderlands Research College, MEX*

## COFFEE BREAK

## PARALLEL SESSIONS

### KNOWLEDGE BASED DEVELOPMENT *chair: Mira Hajdic*

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*Kirsten Martinus*

Creating a knowledge region: the case of Kansai Japan

*Eva Gatarik, Rainer Born*

The Practice of Network Economics as a Competitive Advantage of Regions and Societies

*J.K. Bagorogoza, A.A. de Waal, H.J. van den Herik, B.A. Van de Walle*

Knowledge Management Initiatives supporting the creation of High Performance Organizations in Uganda

*Gavan McCarthy, Michael Jones, Richard Vines, Antonina Lewis*

Context Entity Analysis: Using public domain knowledge to build information infrastructure

*Octavio Gonzalez Aguilar*

Knowledge cities maturity model (KCMM)

### KNOWLEDGE TRANSFER AND SHARING *chair: Tuula Mittilä*

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*Giovanna Testa*

Knowledge transfer in vertical relationship. The case study of Val D'Agri oil district.

*Merle Krigul, Katri-Liis Lepik*

Applying Knowledge Sharing Theories to the Processes of Developing of a Helsinki-Tallinn Knowledge Region

*Thomas Wallner, Eva Gatarik*

Innovating Knowledge Transfer and Knowledge Preservation

*Emanuele Lettieri, Matteo Mura, Giovanni Radaelli, Nicola Spiller*

Promoting professionals' innovative behaviours through knowledge assets: the mediating role of knowledge sharing and psychological safety

*Dorota Marsh, Nevena Rahneva*

Why employees do (not) share what they know?

### INTELLECTUAL CAPITAL AND DEVELOPMENT DYNAMICS *chair: Antonio Lerro*

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*Lidia Galabova, Guy Ahonen*

Intellectual Capital-based Value Generation Model: Evidence from Practice

*Eckhard M. Ammann*

IC Space and its Operators - an Approach to support Intellectual Capital Advancement

*Patrocinio Zaragoza-Saez, Enrique Claver-Cortés, Hipólito Molina-Manchón*

Influence of intellectual capital on knowledge creation in Spanish subsidiaries: an empirical study

*Miklós Stocker, György Boda*

Intellectual Capital as bottleneck of long term growth in Hungary

11.30 – 12.00

12.00 – 14.05

## KNOWLEDGE IN HEALTHCARE *chair: Daniela Carlucci*

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*Petr Cernohorsky, Jan Voracek*

Value of Information in Market of Health Services

*Luca Gastaldi, Emanuele Lettieri, Mariano Corso, Cristina Masella*

Can Electronic Medical Record Enable Knowledge Asset Dynamics in Hospitals? Emerging Strategies for Balancing Knowledge Exploration and Knowledge Exploitation

*Susanne Nilsson, Patrik Malmberg, Sofia Ritzén*

In search for problems worth solving - exploring the management of external knowledge to build innovation capabilities in a medical device company

*Daniel John O'Hare, Bishna Bajracharya, Isara Khanjanasthiti*

Transforming the Tourist City into a Knowledge and Healthy City: reinventing Australia's Gold Coast

*Jussi Myllärniemi, Harri Laihone, Henri Karppinen, Kaisa Seppänen*

Knowledge Management Practices in Healthcare Services - Towards Knowledge-Based Value Creation

14.05 – 15.00

## LUNCH

15.00 – 16.40

## PARALLEL SESSIONS

### LEARNING AND ORGANIZATIONAL BEHAVIOUR *chair: Ernesto De Nito*

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*Hasan Gilani*

Impact of Organisational Learning on the corporate branding of an organisation

*Redouan Innan, Karim Moustaghfir*

Predicting Employees' Behavior: An Application of the Theory of Planned Behavior - The Case of the Moroccan Forestry Department

*Aelita Skarzauskiene, Steponas Jonusauskas*

Social Networks for Developing Distributed Leadership

*Regina Wencke Schröder*

Corporate workforce evaluation. Aggregation of employees' capabilities, knowledge and motivation

*Xinzhong Li*

The Spatial Spillovers of Foreign Direct Investment inflows on Innovative Activity in China

### KNOWLEDGE CITIES *chair: Marjaneh Farhangi*

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*Meir Russ, Gaurav Bansal, Adam Parrillo*

The 'Knowledge-City' and the 'Experience-City': The main, moderating and mediating effects of education on income and economic inequality

*Vito Albino, Rosa Maria Dangelico*

Green economy principles applied to cities

*Pasquale Del Vecchio, Gianluca Elia, Valentina Ndou, Giuseppina Passiante*

A Collaborative and Distributed Decision Support System for the Governance of an Intelligent City

*Blanca C. Garcia*

Drivers in the Social Construction of Innovation: The case of Borderland Knowledge-Cities

## CONNECTING AND LEVERAGING: THE GLOBAL KBD COMMUNITY WORKSHOP

This is an Open Space session, where those showing up will jointly determine the issues and ways of tackling them, in response to an initial question: What is the current state a future perspectives of the International Community of Research and Practice in Knowledge Based Development?

*Facilitators: Javier Francisco Carrillo - Tec de Monterrey, MEX*

*Giovanni Schiuma –University of Basilicata, ITA*

16.40 – 17.30

## MAKCi AWARD CEREMONY

17.30 – 18.00

## CONFERENCE CONCLUSIONS & CLOSING REMARKS

*Giovanni Schiuma –University of Basilicata, ITA*

*Ante Pulic - University of Zagreb, CRO*