### IFKAD 2015 – FINAL PROGRAM

**Wednesday 10 June 2015**

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<td>CONFERENCE OPENING</td>
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<td>KEYNOTE SPEECH</td>
<td>Pirjo Stahle - Aalto University, Finland</td>
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<td>11.50 – 13.30</td>
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<td><strong>[A] TRACK - Exploring the Drivers of Complexity in Economic and Financial Networks: Models and Empirics</strong></td>
<td>chair: Ilaria Giannoccaro</td>
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<td>- invited speech: Massimo Riccaboni - &quot;Global Value Trees&quot;</td>
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<td></td>
<td>Lorella Cannavacciolo, Cristina Ponsiglione, Ivana Quinto, Giuseppe Zollo</td>
<td>Self-Sustaining Innovation in Regions: A Complex-Adaptive Systems Approach</td>
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<td>Ilaria De Vincenzo, Ilaria Giannoccaro, Giuseppe Carbone</td>
<td>Factors affecting the performance of autonomous teams with project leader: a social network approach</td>
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<td>Mario V. Tomassello, Mauro Napoletano, Antonios Garas, Frank Schweitzer</td>
<td>The Rise and Fall of R&amp;D Networks</td>
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<td>Vito Albino, Luca Fraccascia, Ilaria Giannoccaro</td>
<td>Green product spaces: Evidence from Italy</td>
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<td><strong>[B] TRACK - Collective Intelligence Systems for Technology Entrepreneurship</strong></td>
<td>chair: Antonio Messeni Petruzzelli</td>
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<td></td>
<td>Gianluca Elia, Claudio Petti, Angela Sarcina</td>
<td>Industrial policies promoting Communities of Innovation: Comparative analysis in Puglia (Italy) and Guangdong (China)</td>
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<td>Federica Cirulli, Gianluca Elia, Gianluca Lorenzo, Alessandro Margherita, Gianluca Solazzo</td>
<td>The use of MOOCs to streamline competence development in Technology Entrepreneurship domain</td>
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<td>Gianluca Elia, Alessandro Margherita, Claudio Petti</td>
<td>Crowd-Venturing: How Companies Leverage Human Resource Creativity for High-Performing Corporate Entrepreneurship</td>
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<td>Gianluca Elia, Mario Marinazzo</td>
<td>Assessing technology-driven entrepreneurship by leveraging on Crowdsourcing and Collective Intelligence: Towards a Knowledge Hub in innovative startups in the Regional Ecosystem</td>
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<td><strong>[C] TRACK - Creativity and innovative mindset for entrepreneurship: enabling factors, processes and environment</strong></td>
<td>chair: Giustina Secundo</td>
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<td>Annamaria Annicchiarico, Davide De Nicolò, Alina Maddaluno</td>
<td>How to practice the trinomial Creativity, Technology, Entrepreneurship in a business incubator. A long experience of difficulties and successes</td>
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<td>Luca Simeone, Giustina Secundo, Giovanni Schiuma</td>
<td>Design-as-translation as enabling factor in academic entrepreneurship: An analysis of MIT SENSEable City Lab</td>
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<td>Silvano Guelfi, Maria Franca Norese, Paolo Saluto</td>
<td>An integration of theoretical knowledge, day by day experience and multicriteria methods to support the entrepreneurial learning process</td>
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<td>Anna Paola Paiano, Lara Valente, Gioconda Mele</td>
<td>Gamification as a tool for costumers’ creativity to foster open innovation entrepreneurship: an Italian case study</td>
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<td><strong>[D] HUMAN CAPITAL &amp; DEVELOPMENT</strong></td>
<td>chair: Lidia Galabova</td>
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<td>Lidia Galabova</td>
<td>Human Capital and Entrepreneurial Firms</td>
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<td>Hanna Wlodarkiewicz-Klimek</td>
<td>The analysis and assessment of the degree adaptation of human capital in polish enterprises’ to the knowledge-based economy requirements</td>
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<td>Tatiana Iakovleva, Olga Korablyava</td>
<td>Organisational climate, employability and innovative work behaviour as drivers of firm innovation performance</td>
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<td>Sinem Metin, Irem Ayanci Onay</td>
<td>The Role of Urban Governance for Knowledge City Development: Case Study of Istanbul, Turkey</td>
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[E] TRACK - Culture, Innovation and Entrepreneurship in tertiary higher education: connecting the knowledge dots  chair: Maria de Lourdes Machado-Taylor

Magdalena Iordache-Platis
Entrepreneurial Culture as Part of the Quality Culture in Universities; Institutional Behaviours
Maria de Lourdes Machado-Taylor, Dennis Edward Gregory
Approaches to Accreditation in Europe and the United States
Thiago Meneghel Rodrigues, Alexandre Zamar, Richard Perassi Luiz de Sousa
Entrepreneurship teaching in a region in southern Brazil

[F] TRACK - Project and Knowledge Management, a shared approach, to improve the enterprise innovation chair: Antonio Bassi

Meliha Handzic, Nermina Durmic
The Role of Project Complexity in the Impact of Knowledge Capital on Project Success
Yanqiu Song, Lan Yang, Guijun Li, Ting Gao
Knowledge Sharing and dynamic capability: A system dynamic model for innovation projects organization
Xi Wang, Liliana Mitkova
Research on China’s Knowledge Sharing System: Under Open Innovation Framework
Antonio Bassi
General Management Principles in ISO Norms in a Project Management Context

13.30 – 15.00
LUNCH

15.00 – 17.05
PARALLEL SESSIONS


Giulio Bottazzi, Fabio Vanni, Alessandro De Sanctis
Financial networks and contagion in presence of firms: an analysis for Italy, Germany and United Kingdom
Mario Vincenzo Tomasello, Claudio J. Tessone, Frank Schweitzer
The effect of R&D collaborations on firms’ technological positions
Vito Albino, Luca Fraccascia, Ilaria Giannocaro
Measuring Complexity of Industrial Symbiosis Networks
Rebekka Burkholz, Antonios Garas, Matt V. Leduc, Ingo Scholtes, Frank Schweitzer
Cascades on Multiplexes with Threshold Feedback
Asena Temizsoy, Giulia Iori, Gabriel Montes-Rojas
Importance of Network Position in the Interbank Market

[B] SOCIAL INNOVATION & ENTREPRENEURSHIP
chair: Corrado Lo Storto

Carlo Giglio
Unlocking value from a vehicle pooling start-up initiative: a stakeholder perspective
Corrado Lo Storto
Infrastructure megaprojects as complex adaptive systems: a knowledge-based research approach
Francesco Debellis
Corporate Social Responsibility: The Discretion of Managers, Voluntary Disclosure and the Need of Co-Regulation System
Ivica Linderová, František Smrčka, Jan Vordšek
Senior travellers - challenge for innovative entrepreneurs
Francesco Ricciardi, Cecilia Rossignoli, Bettina Campedelli
The emerging Optional Capital View: understanding how the co-mobilization of knowledge capital, social capital and institutional capital creates value

[C] TRACK - Managing Knowledge for Innovation: the role of Culture and Cultural Diversities chair: Rosella Canestrino

Piero Mastroberardino, Giuseppe Calabrese
Can we really manage knowledge for innovation? A proposal according to the Situationist View of the Firm (SVF)
Rossella Canestrino, Angelo Bonfanti, Leila Olaee
Managing Knowledge for "Corporate Social Innovation": A Cross-Cultural Comparison between Italian and Iranian Firms
Angelo Bonfanti, Pierpaolo Magliocca, Vania Vigolo
Developing Service Orientation Culture in Luxury Hotels

Cristina Simone, Pierpaolo Magliocca, Mario Calabrese
Going away from the "protocol culture": Innovation, complexity and the need for a culture of variety

[D] TRACK - Innovation networks, clusters and ecosystems: managing the dynamics of intangible assets in open innovation contexts  chair: Michele Grimaldi

Gregor Diehr, Stefan Wilhelm, Stefan Gueldenberg, Adrian Klammer
Knowledge Networks in SMEs-How does relationship management support knowledge marketing in SMEs?

Lara Agostini, Anna Nosella, Benedetta Soranzo
Internal and external determinants of SME patenting

Vincenzo Corvello, Andrea De Mauro, Michele Grimaldi, Emanuela Scarmozzino
The role of intangible assets in open innovation processes: a literature review

Martin Gjelsvik, Silje Haus-Reve
Capabilities for innovation in a globalized world: to be or not to be in clusters

[E] TRACK - IC valuation, corporate governance, knowledge, and intangible assets  chair: Fabrizio Rossi

Holger Kohl, Mila Galeitzke, Erik Steinhöfel, Ronald Orth
Fostering Organisational Innovation through IC Management

Henri Inkinen
Review of Empirical Research on Knowledge Management Practices

Karl Joachim Breunig, Hanno Roberts
Money Talks: The role of communication in monetizing knowledge value

Tale Skjølsvik, Karl Joachim Breunig
Beauty in the eye of the beholder? A client-centric framework for assessment of professional service firms' knowledge assets

Isabella Bonacci, Alexandra Caride Balado
Performance Management in the Healthcare system: the case of the Spanish National Health System

[F] TRACK - Innovations in corporate disclosure  chair: Rosa Lombardi

Maria Teresa Bianchi, Alessia Nardecchia
Exploring Voluntary Disclosure: a Social Reporting Perspective

Andrea Gasperini, Federico Doni
Empirical Evidence from Sustainability Reporting and Value Relevance: the Beverage Industry

Barbara Scozzi, Nicola Bellantuono, Pierpaolo Pontrandolfo
Sustainability reporting for universities

Silvia Testarmata, Fabio Fortuna, Mirella Ciaburri
The innovative forms of corporate responsibility disclosure: The sustainability reporting and the use of social media

Gregor Diehr, Stefan Gueldenberg
Knowledge Marketing in MNEs: A Best Practice Example

17.05 – 17.55  KEYNOTE SPEECH

Luciano Pietronero – Sapienza University of Rome, Italy

20.30 – 22.30  WELCOME RECEPTION  (Circolo della Vela di Bari, Molo Borbonico)
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| 09.00 – 10.40 | **[A] TRACK - Knowledge leakage in organizations**  
**chair: Susanne Durst**  
Susanne Durst, Ingi Runar Edvardsson, Guido Bruns  
Knowledge retention in SMEs - Insights into the building and construction industry  
Maura La Torre  
The importance of Knowledge retention in combating money laundering: training evaluation as knowledge leakage prevention in banks  
Concetta Lucia Cristofaro, Anna Maria Melina, Rocco Reina, Marzia Ventura  
The leakage of organizational knowledge in the generational change: opportunities or threats?  
Kirsimarja Blomqvist, Heidi Olander  
Solving complex problems in a virtual platform How do experts balance in sharing and protecting knowledge? |
| 10.40 – 11.30 | **[B] CREATIVITY**  
**chair: Anna-Maija Nisula**  
Raphael Mayer Aboov, Pierluigi Montalbano, Francesco Palumbo, Pietro Antonio Valentino  
Culture and creativity as drivers of Local Sustainable Economic Development: the Apulian SAC case  
Anna-Maija Nisula, Giovanni Schiuma, Luca Simeone  
The practices of improvisational theatre in shaping creative organization  
Patrick Furu, Helena F. Gaunt, Danielle Treacy  
Exploring creative processes within arts ensembles |
| 11.30 – 12.20 | **[C] TRACK - Creativity and innovative mindset for entrepreneurship: enabling factors, processes and environment**  
**chair: Pasquale Del Vecchio**  
Oliver Mauroner  
DIY-innovations, hackerspaces, fablabs and the pursuit of entrepreneurial opportunities  
Yasmina Khadir-Poggi, Mary Keating  
The Entrepreneurship Spirit of Knowledge Workers  
Houda Bougacha, Christian Chileshe  
Entrepreneurship, Culture and Access to Finance: Insights from the Tunisian ICT Sector  
Farag Edghiem  
Service encounter-based innovation through the lens of innovative behaviour: a comparative study in the personal-interactive services subsector |
| 12.20 – 13.10 | **[D] TRACK - Sustainability as a driver for different forms of innovation**  
**chair: Rosa Maria Dangelico**  
Sedef Sert, Paolo Garrone, Marco Melacini, Alessandro Perego  
Reducing Food Loss, Reusing Surplus Food: Empirical Evidence from Manufacturing  
Gianpaolo Iazzolino, Giulia Ippoliti, Domenico Laise  
Value creation for sustainable strategies: a case study  
Fabio Caputo, Rossella Leopizzi, Giovanni Mastroleo, Andrea Venturelli  
A fuzzy logic expert system for the measurement of Corporate Social Responsibility identity |
| 13.10 – 14.00 | **[E] TRACK - IC valuation, corporate governance, knowledge, and intangible assets**  
**chair: Fabrizio Rossi**  
Raffaele Trequattrini, Alessandra Lardo, Benedetta Cuozo  
Intellectual capital and management control systems: an application on professional football clubs  
Fabrizio Rossi, Marco Lacchini, Domenico Celenza, Vincenzo Scafarto  
Corporate Governance and Firm Innovation: Evidence from Italy  
Andrea Moretta Tartaglione, Emanuela Palumbo, Tiziana Buttaro  
The wine industry: corporate governance trends and intellectual capital returns  
Simone Manfredi, Federica Ricci, Fabio Nappo, Ida Samantha Gilvari  
Economic contribution of the intensive copyright industries: theoretical and practical implications in Italy |
[F] TRACK - Innovation networks, clusters and ecosystems: managing the dynamics of intangible assets in open innovation contexts  chair: Vincenzo Corvello

Martha G Russell, Kaisa Still, Jukka Huhtamäki
Visual tools to support innovation development: user experiences from the Parisian ecosystem
Oscar Tamburis, Isabella Bonacci
Bridgeable Networks between Healthcare clusters
Stanislav Vlasov, Marc Bahlmann, Tatiana Andreeva
Networks of conferences co-participation and firm’s innovation performance: longitudinal study of SMEs in electronics industry

10.40 – 11.30
KEYNOTE SPEECH
Jose Maria Viedma Marti – Polytechnic University of Catalonia, Spain

11.30 – 12.00
COFFEE BREAK

12.00 – 14.05
PARALLEL SESSIONS

[A] TRACK - Culture, Innovation and Entrepreneurship in a gendered perspective  chair: Paola Poloni

Paola Paoloni, Paola Demartini, John Dumay
Recent Issues in Gender Research: An Analysis of Literature in the Last Decades
Francesca Maria Cesaroni, Paola Paoloni
An unbreakable bond between work and family: the experience of Italian women entrepreneurs
Valeria Stefanelli, Vittorio Bascia, Pietro Marchetti
The Value of Board Gender Diversity in Italian Cooperative Banks
Fabio Fortuna, Paola Paoloni, Federica Doni
Gender Diversity, Corporate Governance Disclosure and Financial Performance: Empirical Evidence from South Africa

[B] TRACK - Collective Intelligence Systems for Technology Entrepreneurship  chair: Annalisa Apice

Giovanni Coppola, Alessandro Andrea Fiore, Luca Mainetti, Roberto Vergallo
An innovative ICT Architecture supporting the Design and Automatic Generation of Collaborative Session for the entrepreneurs of the future
Corrado Mencar et al.
Fuzzy Information Filters for User Modeling in Collective Intelligence Systems
Luca Iandoli, Carlo Lipizzi, Jose Ramirez Marquez
A conversational approach to social media mining: the analysis of early reactions in Twitter to the launches of new products
Giuseppe Russo, Bruno Marsigalia, Federica Evangelista, Matteo Palmaccio
The Internet of Things: emerging profiles
Giuseppe Vella, Daniele Ingrassia, Annalina Caputo, Vito Morreale, Marco De Gemmis
PRESTO - a Polyhedric Recommender Engine based on Situation and Time-aware cOntexts

[C] INTELLECTUAL CAPITAL  chair: Sladjana Cabrillo

Sladjana Cabrillo, Aino Kianto, Neda Raspopovic
The effect of IC on different aspects of innovation performance in Serbian companies
Sven Wuscher, Holger Kohl, Ronald Orth
Building up National Intellectual Capital Center as a national innovation strategy
Matteo Mura, Mariolina Longa, Lorenzo Massa
Exploring the effects of intellectual capital architectures on organizational ambidexterity. An fsQCA approach
Aylin Gözalan, Peter Pawlowsky
Driving innovativeness through the management of human resources and organisational learning - an empirical investigation
Benedetta Soranzo, Anna Nosella
How can firms manage their patent portfolio? A systematic literature review from corporate strategy perspective
### [D] CULTURE  
**chair: Antonio Messeni Petruzzelli**

*Francesco Calza, Chiara Cannavale, Adele Parmentola, Elena Laurenza*
Does national culture affect firms’ technological innovation? A cross-country analysis

*Dezi Paula, Giusti Consoni, César Panisson, Roberto Kern Gomes, Édis Mafra Lapolli*
The Contributions of Intrapreneur Professionals for Businesses

*Kenneth Dovsky, Stephen Burdon*
The Cultural Antecedents of Successful Innovation

*Tommaso Savino, Antonio Messeni Petruzzelli, Vito Albino*
Key Inventors and Teams in Cultural Industries: Evidence from the Italian Haute Cuisine

*Heli Aramo-Immonen, Heleni Hietaoja, Jari Jussila, Salvatore Ammirato*
Managing Cultural Knowledge in Project Execution

### [E] INDUSTRY  
**chair: Petri Suomala**

*Jose Sanchez-Gutierrez, Juan Mejia-Trejo, Elsa Georgina Gonzalez-Urbi*
Intellectual Capital, Key Factor for Competitiveness: SMEs Manufacturing Industry in Mexico

*Petar Scholz, Jan Voráček*
Organizational culture and green management: innovative way ahead in hotel industry

*Teemu Laine, Petri Suomala, Natalia Saukkonen*
Engaging facts and feelings in management accounting practices

*Vincenza Esposito, Paolo Canonico, Ernesto De Nito, Mario Pezzillo Iacono, Marcello Martinez*
Exploring Knowledge Integration in a Wine Research Project

*Roberto Micera, Luisa Enrichiello*
Smart Tourism Destination Governance

### [F] KNOWLEDGE MANAGEMENT  
**chair: Enrico Scarso**

*Domenico Camarda, Irene Pluchinotta*
Managing multi-agent knowledge for urban microclimate planning: A case-study in Bari (Italy)

*Enrico Scarso*
What do we know about KIBS? Results of a systematic literature review

*Roberto Cerchione, Emilio Esposito*
Knowledge Management Tools and Practices alignment in SMEs

*Malgorzata Zieba, Bruno Schivinski*
Knowledge management driven leadership, culture and innovation success - an integrative model

*Dmitry Kudryavtsev, Tatiana Gavriloa, Lev Grigoriev*
An illustration of a novel approach to classifying and selecting knowledge diagrams: case study

### 14.05 – 15.00
**LUNCH**

### 15.00 – 16.15
**PARALLEL SESSIONS**

#### [A] TRACK - Culture, Innovation and Entrepreneurship: challenges in the creative industries  
**chair: Diane-Gabrielle Tremblay**

*Diane-Gabrielle Tremblay*
Innovation and Entrepreneurship in the IT-multimedia sectors: Inter-Sectoral Collaborations

*Amina Yagoubi, Diane-Gabrielle Tremblay*
Culture, Innovation and Entrepreneurship: challenges in the fashion industry

#### [B] TRACK - Managing Knowledge for Innovation: the role of Culture and Cultural Diversities  
**chair: Rossella Canestrino**

*Barbara Aquilani, Tindara Abbate, Anna Codini*
The role of culture in open innovation processes through intermediaries: towards a theoretical framework

*Paola Castellani, Chiara Rossato, Zvi Josman*
Managing Cultural Diversity for Innovation: The Experience of Italian International Corporation
IFKAD 2015 – FINAL PROGRAM

[C] TRACK - Creativity and innovative mindset for entrepreneurship: enabling factors, processes and environment  
chair: Giustina Secundo

Giustina Secundo, Pasquale Del Vecchio, Giovanni Schiuma, Giuseppina Passante  
Enhancing Corporate Entrepreneurship through an entrepreneurial learning approach: turning students’ ideas into entrepreneurial practice  
Valentina Ndou, Esmeralda Hasani  
Measuring the Creative Economy: An Assessment Of The Situation In Western Balkan Countries

[D] TRACK - IC valuation, corporate governance, knowledge, and intangible assets  
chair: Fabrizio Rossi

Silvia Solimene, Daniela Coluccia, Eugenio D’Amico, Stefano Fontana  
A multi-stakeholder approach to voluntary disclosure of firms. An empirical research  
Manfred Bornemann  
Audit and Quality Issues – Intellectual Capital Reporting and ISO 9001  
Anna Maria Biscotti, Eugenio D’Amico  
Innovation, culture and family firms

[E] TRACK - Rattling - Arts-based initiatives in learning and transformation  
chair: Anne Pässilä

Monica Biagioli  
Zones of intensity: reinforcing a sense of place  
Susana Vasconcelos Tavares, João Viera da Cunha  
Collective Mindfulness: Art & High Reliability  
Isabelle Mahy  
There is no Solution but there is a Way: a creative and mindful prototype for the learning journey across the 21st century

[F] TRACK - Sustainability as a driver for different forms of innovation  
chair: Rosa Maria Dangelico

Vito Albino, Luca Fraccascia, Tommaso Savino  
Industrial symbiosis within small cities: the influence of urban features  
Chiara Conti, Maria Luisa Mancusi, Francesca Sanna-Randaccio, Roberta Sestini, Elena Verdolini  
Intra-EU knowledge flows in the renewable energy sector: a patent citation analysis  
Nicola Bellantuono, Rosa Maria Dangelico, Pierpaolo Pontrandolfo  
Sustainability in practice: a multiple case study among Italian SMEs

16.15 – 17.30

PARALLEL SESSIONS

[A] TRACK - Culture, Innovation and Entrepreneurship: challenges in the creative industries  
chair: Diane-Gabrielle Tremblay

Hannah Rudman, David Benyon, Hazel Hall  
A framework for the transformation of the incumbent creative industries in a digital age  
Stefano Consiglio, Mariavittoria Cicellin, Giancarlo Ragozini, Adriana Scuotto  
Motivation and Incentives for Crowd Participation in web 2.0: A field experiment for the OR.C.HE.S.T.R.A. Community  
Simon Burnett, Gary Cameron  
Cultural Sharing: The Need for Intra-Organisational Knowledge Exchange

[B] TRACK - Collective Intelligence Systems for Technology Entrepreneurship  
chair: Gianluca Elia

Fabio Calefato, Filippo Lanubile, Maria Concetta Marasciulo, Maria Raffaella Merolla, Nicole Noviell  
Success Factors for Effective Knowledge Sharing in Community-based Question-Answering  
Annolis Appice, Donato Malerba, Vito Morreale, Giuseppe Vella  
Business Event Forecasting  
Carmelo Ardito, Giuseppe Desolda, Maristella Matera  
Fostering Innovation through End-User Development: a Mashup-based Approach  
Y. Maruccia, G. Polimeno, G. Solazzo, G. Lorenzo, F. Vitulano, L. Zambetti  
A Recommender System enabling Collective Intelligence scenarios in Virtual Environment: the case of VINCENTE project
[C] TRACK - Innovation networks, clusters and ecosystems: managing the dynamics of intangible assets in open innovation contexts  
chair: Michele Grimaldi

Mauro Caputo, Emilia Lamberti, Antonello Cammarano, Francesca Michelino
Intangibles portfolio and open innovation models: an empirical investigation
Ettore Bolisani, Małgorzata Zięba, Marco Paiola, Enrico Scarso
Searching for innovation knowledge: insight into KIBS companies
Raffaele Trequattrini, Rosa Lombardi, Alessandra Lardo, Sara Della Rosa, Francesco Bolici
Emerging Patterns in Online Health Networks: structure and dynamics of interactions in Patients Like Me

[D] TRACK - Culture, Innovation and Entrepreneurship in tertiary higher education: connecting the knowledge dots  
chair: Dennis Edward Gregory

Ernesto De Nito, Teresa Anna Rita Gentile, Walter Vesperi
A literature review on Knowledge Management in the Universities
Brian Patrick Kurisky
Using technology to prepare for life after graduation – ePortfolios
Valter Gomes, Maria de Lourdes Machado-Taylor, Carlos Machado dos Santos, Ernani Viana Saraiva
The Strategies Building in Higher Education Institutions
Luisa Cerdeira et al.

[E] PhD Consortium  
chair: Daniela Carlucci

Claus Nagel-Piciorus
Using an extended and integrated management and reporting system for Knowledge Assets in European healthcare organizations
Sarah J. McMahon
Experienced Faculty Perceptions of the Online Teaching Practice
Paul McEvoy, Mohamed AF Ragab, Amr Arisha
A Review of Knowledge Management in the Public Sector: A Taxonomy

[F] TRACK - Business Models Innovation in Creative and Cultural Organizations  
chair: Antonio Lerro

Luca Simeone
"Deploy or die": The role of design in supporting entrepreneurial processes at the MIT Media Lab
Francesco Badia, Valentina Schiano Lo Morello
Evolution of the business model for contemporary art galleries. Current situation and future challenges
Andrea Venturelli, Fabio Caputo, Pamela Palmi, Alessandra Tafuro, Giovanni Mastroileo
Measuring the Multidimensional Performance of a Museum Network: Proposal for an Evaluation Model
Alessandro Deserti, Francesca Rizzo, Onur Cobanli
The Milano Design Week: Events, operators, business models

17.55 – 18.45
ROUND TABLE
Allan Owens - University of Chester, United Kingdom
Ondrej Landa - Czech Society for Strategic Management, Innovation and Entrepreneurship, Czech Republic
Roberto Grandinetti - University of Padua, Italy

21.00 – 23.30
SOCIAL DINNER
- Corte di Torrelonga (bus transfer)
## Friday 12 June 2015

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<td><strong>[A] BUSINESS MODELS &amp; PROCESSES</strong>&lt;br&gt;chair: Jose Sanchez-Gutierrez</td>
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<td>Vincenzo Uli  &lt;br&gt;A multi-level co-evolutionary perspective on organizational learning. Evidence from the service industry</td>
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<td>Peter Lindgren, Lena Ulldall, Annabeth Aaagard  &lt;br&gt;How to establish knowledge sharing from the very first moment in critical and risky Business Model Innovation project</td>
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<td>Luca Gastaldi, Astrid Pietrosi, Sina Lessanibahni, Mariano Corso  &lt;br&gt;Co-developing a Roadmap Towards Precision Medicine: Measuring the Maturity of BI in Healthcare</td>
<td>Luca Gastaldi, Astrid Pietrosi, Sina Lessanibahni, Mariano Corso  &lt;br&gt;Co-developing a Roadmap Towards Precision Medicine: Measuring the Maturity of BI in Healthcare</td>
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<td>Elsa Georgina Gonzalez-Uribe, Jose Sanchez-Gutierrez, Juan Mejia-Trejo  &lt;br&gt;Decision factors in buying smartphones in the segment of Mexican students</td>
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| Constantin Bratianu  <br>Organizational Culture and the Entropic Model of Innovation | Constantin Bratianu  <br>Organizational Culture and the Entropic Model of Innovation |
| Alexandra Zbuchea, Ramona – Diana Leon  <br>Knowledge sharing barriers in cultural organizations | Alexandra Zbuchea, Ramona – Diana Leon  <br>Knowledge sharing barriers in cultural organizations |
| Stefano Consiglio, Lorenzo Mercurio, Daniela Ricchezza, Alessia Berni  <br>Italian Cultural Heritage is huge but flimsy. Thanks to social innovation a new logic can save it | Stefano Consiglio, Lorenzo Mercurio, Daniela Ricchezza, Alessia Berni  <br>Italian Cultural Heritage is huge but flimsy. Thanks to social innovation a new logic can save it |
| Concetta Lucia Cristofaro, Anna Maria Melina, Rocco Reina, Marzia Ventura  <br>Culture Organizations & Regional Development: an empirical case | Concetta Lucia Cristofaro, Anna Maria Melina, Rocco Reina, Marzia Ventura  <br>Culture Organizations & Regional Development: an empirical case |

| [C] TRACK - Crossing the language and cultural barriers: Innovative approaches to blending academic and entrepreneurial knowledge<br>chair: Ivan Obradovic | [C] TRACK - Crossing the language and cultural barriers: Innovative approaches to blending academic and entrepreneurial knowledge<br>chair: Ivan Obradovic |
| Margaret Kersten  <br>Using online negotiations to build language and business communication skills | Margaret Kersten  <br>Using online negotiations to build language and business communication skills |
| Ranka Stanković, cvetana Krstev, Biljana Lazić, Dalibor Vorkapić  <br>A bilingual digital library for academic and entrepreneurial knowledge management | Ranka Stanković, cvetana Krstev, Biljana Lazić, Dalibor Vorkapić  <br>A bilingual digital library for academic and entrepreneurial knowledge management |
| Ivan Obradović, Ranka Stanković, Roberto Linzalone, Giovanni Schiuma, Marija Radojičić  <br>Assessing the quality of multilingual open knowledge resources | Ivan Obradović, Ranka Stanković, Roberto Linzalone, Giovanni Schiuma, Marija Radojičić  <br>Assessing the quality of multilingual open knowledge resources |
| Nenad Stefanovic, Danijela Milosevic  <br>Novel open education platform for innovative learning and knowledge management | Nenad Stefanovic, Danijela Milosevic  <br>Novel open education platform for innovative learning and knowledge management |
| Daniela Carlucci, Olivera Kitanović, Irena Raljić, Nikola Vulović, Zoran Jevremović  <br>A platform for management of academic and entrepreneurial knowledge | Daniela Carlucci, Olivera Kitanović, Irena Raljić, Nikola Vulović, Zoran Jevremović  <br>A platform for management of academic and entrepreneurial knowledge |

| Juan Mejia Trejo, José Sánchez-Gutiérrez  <br>An Empirical Study of How the Knowledge Management is a Driver of Innovation for Software Sector SMEs in México | Juan Mejia Trejo, José Sánchez-Gutiérrez  <br>An Empirical Study of How the Knowledge Management is a Driver of Innovation for Software Sector SMEs in México |
| Fabrizio Baldassarre, Raffaele Campo  <br>Influences of Islamic culture in marketing and the role of Halal certification | Fabrizio Baldassarre, Raffaele Campo  <br>Influences of Islamic culture in marketing and the role of Halal certification |
| Claudio Nigro, Enrica Iannuzzi, Miriam Petrocca  <br>‘Cultural management’ between isomorphism and decoupling | Claudio Nigro, Enrica Iannuzzi, Miriam Petrocca  <br>‘Cultural management’ between isomorphism and decoupling |
| Ágatha Cristine Depiné, Tarcísio Vanzin  <br>Knowledge Management for Stimulating Creativity in Organizations | Ágatha Cristine Depiné, Tarcísio Vanzin  <br>Knowledge Management for Stimulating Creativity in Organizations |
### [E] TRACK - Innovation Ecosystems: concepts, models, and knowledge practices

**Chair:** Marco Tregua

- **Susanne Durst, Serdal Temel, R. Baris Yesilay**
  - Introduction of new products - Insights from Turkish companies
- **Cristina C. Amitrano, Mariarosaria Coppola, Marco Tregua, Francesco Bifulco**
  - Communication practices in innovation ecosystems - Evidences from functional food industry
- **Anna Moro, Emma Puerari**
  - Ecosystem innovation as trigger of new paths and practices for urban space
- **Tiziana Russo Spena, Marco Tregua, Cristina C. Amitrano, Francesco Bifulco**
  - Smart technologies and Service Ecosystems: a focus on human and non-human actants

### [F] TECHNOLOGY

**Chair:** Heli Aramo-Immonen

- **Luca Gastaldi, Giovanni Radaelli, Emanuele Lettieri, Mariano Corso**
  - Professional Use of Electronic Medical Record: Rational and Institutional Factors Explaining IT Usage
  - Application areas of social media in external B2B transactions - An empirical analysis of Finnish technology industry
- **Krystyna Kmietek, Katarzyna Chudy-Laskowska, Marzena Jankowska-Mihulowicz**
  - Managing supportive conditions for innovation implementation in Polish companies – the role of managers (the sample of RFID technology)
- **Michal Krčál**
  - Knowledge management and ICT support in reverse logistics
- **Lorenzo Ardito, Antonio Messeni Petruzzelli, Vito Albino**
  - Developing general purpose technologies: An investigation in the green energy field

### 11.05 – 11.30

**COFFEE BREAK**

### 11.30 – 12.20

**KEYNOTE SPEECH**

*Joerg Rainer Noennig – Dresden University of Technology, Germany*

### 12.20 – 13.35

**PARALLEL SESSIONS**

#### [A] TRACK - Sustainability entrepreneurship - the role of culture in searching for innovation opportunities

**Chair:** Alena Klapalova

- **Barbara Iannone**
  - Tradition and innovation: towards a corporate sustainability management in wine sector. A case study
- **Alena Klapalová**
  - Sustainability orientation of entrepreneurship and reverse logistics management
- **Radoslav Škapa**
  - Managerial factors of effective reverse logistics

#### [B] TRACK - Rattling - Arts-based initiatives in learning and transformation

**Chair:** Anne Pääsilä

- **Paulina Bednarz-Luczewska**
  - Art-And-Management: Critical Literature Review
- **Anne Pääsilä, Allan Owens, Maiju Pulkki**
  - Learning Jam - the back story of creating polyphonic understanding in work based practice
- **Mary Ann Kernan**
  - Transforming identity through arts-informed, collaborative learning and reflection: case study of a Masters programme in innovation, creativity and leadership
**[C] TRACK - Innovation Ecosystems: concepts, models, and knowledge practices**  
*chair: Marco Tregua*

- Anna D’Auria, Marco Tregua, Tiziana Russo Spena, Francesco Bifulco  
  Many-To-Many Innovation Contexts
- Valentino Morales López  
  Knowledge, technology, and innovation: organizational review of interwoven myths in Mexico
- Lucia Marchegiani  
  Engaging with the crowd: the potential impact of crowdfunding on cultural heritage valorization

**[D] TRACK - Collective coordination through space: environments of collaboration and creativity**  
*chair: Joerg Rainer Noennig*

- Jing Lu, Sebastian Wiesenhütter  
  Testing the Effectiveness of Spatial Design for Knowledge Work - Methodological Framework and Case Study
- Janek Barski, Katarzyna Piskorek, Jörg Rainer Noennig  
  Creative solutions for smart cities – The SynCity approach

### 13.35 – 14.30
**LUNCH**

### 14.30 – 16.35
**PARALLEL SESSIONS**

#### [A] TRACK - Why bother about culture in SMEs and micro firms? Innovation, culture and entrepreneurial dynamics in regional development  
*chair: Madelon van Oostrom*

- Jorge Niosi  
  Clusters in high technology: the case of solar PV equipment
- Stefano Poponi, Alessandro Ruggieri  
  Performance for academic and university Spin-Off: a systematic review
- Antonio de Jesús Vizcaíno, José de Jesús Urzúa López, Juan Gaytán Cortés  
  Manufacturing SMEs in Guadalajara, Mexico: use of technology and benefits of social responsibility
- Jari Laine, Laura Wirtavuori  
  Assessing dynamic capability in Finnish SMEs

#### [B] SOCIAL INNOVATION & ENTREPRENEURSHIP  
*chair: Gregory Kersten*

- Antonio Uricchio  
  The scientific-technological hub "Magna Grecia ": a strategic role to re-launch and reconfigure the Ionian territory. A case study
- Renato Passaro, Giuseppe Scandurra, Antonio Thomas  
  Explaining the entrepreneurial choice. Beyond the intention and before the starting-up
- Aloe Gamar, Ahmed Driouchi  
  What Can Be Learnt from Relating Cultural Indicators and Entrepreneurship in Arab Countries?
- Raffaele Silvestri, Sergio Solomone, Fabrizio Baldassarre, Savino Santovito  
  The value-creating process in the business relationship: an empirical study in the wine sector
- Gregory Kersten  
  If I tell the truth, I’ll suffer and you’ll be less satisfied

#### [C] KNOWLEDGE MANAGEMENT & SUSTAINABILITY  
*chair: Francesco Molinari*

- Eva Gatarik, Viktor Kulhavý, Rainer Born  
  How (not) to innovate towards sustainable enterprise models: An explanatory case study
- Nicola Costantino, Orazio Giustolisi, Gianfredi Mazzolani, Roberta Pellegrino  
  Define a sustainable plan of leakage reduction in water distribution systems
- Shanker Seetharam, Robert Ndebele  
  Organisational Success and Failure in Knowledge Management practice: Examine Paradigms, Evidence and Models from Case Studies
- Bouzid Boudiaf  
  ALGIERS: Place and Space-Form: Martyrs’ Plaza as a case study
- Grazia Concilio, Francesco Molinari  
  Place-based innovation: analysing the “social streets” phenomenon
[D] TRACK - Collective coordination through space: environments of collaboration and creativity
chair: Joerg Rainer Noennig

Sander Muenster, Cindy Kröber, Lars Schlenker, Aline Bergert
Employing SCRUM methods for a cooperative virtual reconstruction of architectural heritage
Jörg Rainer Noennig
Fablabs in Research – Open Spaces for Science and Technology

Peter Schmiedgen
Open Cross Cluster Incubator - Support structures for start-ups at the interface of industry clusters
Anja Jannack, Sander Münster, Jörg Rainer Noennig
Enabling Massive Participation: Blueprint for a Collaborative Urban Design Environment
Anja Jannack, Jörg Rainer Noennig
Conditioning Collective Performance through Spatial Layout – Methodology and Experiments

[E] INNOVATION
chair: Antonio Lerro

Davide Aloini, Riccardo Dulmin, Giulia Farina, Valeria Mininno, Luisa Pellegrini
Structured selection of partners in Open Innovation communities: an IF-TOPSIS based approach
Mercedes Ubeda-Garcia, Enrique Claver-Cortés, Bartolomé Marco-Lajara, Patrocinio Zaragoza-Sáez
The role of Human Capital on Organizational Ambidexterity and Performance: an empirical evidence in Spanish hotels
Gianluca Elia, Antonio Lerro
Kavoos Mohannak, Alireza Javanmardi Kashan
The Role of Knowledge Integration in Innovation and Capability Development
Mona M Mohamed, Mohamed AF Ragab, Amr Arisha
Knowledge Management: Failure in Implementations

16.35 – 17.00
CONFERENCE CONCLUSIONS & CLOSING REMARKS