

Workshop Programme (tentative)

Innovation, Creativity, Competitiveness and Globalization



hbs

heilbronn business school

16th - 17th November 2008

Location:

heilbronn business school • 12th Floor
Bahnhofstraße 1
74072 Heilbronn • Germany

THE UNIVERSITY of York

OUTLINE

Globalization, competitiveness, and innovation have lately been rising up to the top of management agendas in both business and government. And, yet, there is no clear consensus on how individual firms and regional and national governments should go about becoming more innovative – and more globally competitive. We therefore shall be exploring these critical issues at the workshop on “Innovation, Creativity, Competitiveness and Globalization – European and International Perspectives” and a forthcoming special issue of the International Journal of Business Environment.

The special issue and the workshop seeks to address the following research topics:

- Innovation, competitiveness, and internationalization,
- Open innovation models and global innovation networks
- Innovation and sustainable enterprise performance
- Innovation and human resource management
- Innovation and Small and Medium-sized enterprises
- Meeting the challenges of innovation

ORGANISERS

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ABOUT HEILBRONN BUSINESS SCHOOL



Education in Business Management: heilbronn business school is an internationally oriented university specialising in management education. It is a learning organisation in which the university administration, professors, lecturers, staff and students cooperate closely to achieve the university's vision. In July 2006, it received institutional accreditation from the Wissenschaftsrat, the advisory body to the German Federal Government and the state governments for higher education institutions and the research sector. heilbronn business school is also officially recognised by the government of Baden-Württemberg as a university of applied sciences under German Law.

International Scope: The faculty at heilbronn business school consists of internationally renowned professors and lecturers from Germany and abroad. Its programmes' and research focus is on future global market trends and international developments in business practice. heilbronn business school is developing strategic partnerships with other universities in Great Britain, the USA, Eastern Europe, Asia and South America with the aim of enhancing its international profile in education and research.

Connecting Research to Practice: It is the aim of heilbronn business school to provide executives with exciting new research-based insights into strategies, concepts, methods and solutions. The university has focused its research on practical and empirical projects in the fields of leadership, innovation, international business and the use and implementation of information technologies in business practice. Consulting projects are also carried out within these subject areas.

In Dialogue with Leaders and Executives: heilbronn business school offers companies the opportunity to cooperate in education and research. Its academic programmes have been developed in dialogue with companies for the careers of the future. The university organises events and meetings between academics and managers with the aim of integrating the work of scientific disciplines and business practice.

Promotion of Management Talent: heilbronn business school is a private-foundation university, established to develop management talent. The courses of study and teaching concentrate on a range of part-time Masters Programmes in management and business law. Possibilities exist for post-graduate doctoral studies in cooperation with partner universities. Further education programmes for management teams are also offered.

ABOUT THE UNIVERSITY OF YORK

Brief Overview

The University of York was founded in 1963 with 200 students. Since then, it has expanded to 11,000 students and has over 30 academic departments and research centres.



Academic excellence

From its inception, the University has concentrated on strong viable departments and teaching and research of the highest quality. The quality of York's teaching has received many accolades. York and Cambridge top the teaching league with the highest scores in official teaching assessments. York is also rated 6th out of 172 Higher Education institutions for research, with 18 of its 23 departments rated 5 or 5*. In the last Research Assessment Exercise, carried out by the Higher Education Funding Council for England in 2001, York out-performed all the large civic universities.

The Campus

The main campus at Heslington is a 200-acre landscaped park, well known for its lake and wildfowl. Here the colleges and academic buildings are on a level site within walking distance of each other. Proximity to the historic city of York makes the University a popular choice and provides a pleasant working and residential environment. The University has plans to expand its campus at Heslington East.

The York Management School

At The York Management School you'll find a diverse community of students, taught by renowned academics who are pioneers in academia and partners with the business community and major public institutions. Research is central to our activities, providing discovery, insight and constantly informing and developing teaching activities. We are committed to delivering a transformational learning experience. We are continually revising our curriculum to make it more relevant to the world of business and public policy, which is underpinned by a thriving research-informed degree programme. York as a University is rated 6th out of 172 Higher Education institutions for research in the UK. Above all, we are committed to helping every student achieve his or her full potential in a supportive, collegial environment marked by rich interactions with academics, fellow students, public policy makers and the business community. Our research programmes are inter-disciplinary, critical and policy relevant. The critical approach is a generic intellectual agenda. It therefore ranges from historical and political economy perspectives to critical theory, the philosophy of management and beyond

The School has an active research programme that embraces the economic, financial, sociological and technological aspects of the subject and links to the highly rated research in other applied science, social science and humanities departments at York. York's newest School is undergoing an ambitious programme of expansion and we are now seeking to develop a leading research profile at national and international levels

The School is organised around five subject groups; Accounting and Finance; Human Resource Management; Management Systems; Organizational Theory; Strategy and Services Management, Strategy and International Business. There are also two interdisciplinary research programmes, Critical Management and Corporate Governance.

PROGRAMME NOVEMBER 16th

Time	Subject	Speakers	Affiliation	Title
until 15:00	Expected arrival			
16:00-16:15	Welcome by the Organisers	Harald Dolles, Kiran Fernandes	heilbronn business school, Heilbronn (Germany) The York Management School, The University of York, York (UK)	
16:15-16:30	Welcome	Antonio J. Verdu Editor International Journal of Business Environment	Miguel Hernández Universitas, Alicante (Spain)	
16:30-17:15	Keynote Speech	Igor Filatotchev	Cass Business School, City University of London, London (UK)	Returnee Entrepreneurs, Knowledge Spillovers and Innovation
17:15-17:30	Coffee Break			
17:30-18:30	1th Session PhD Session Chair: Harald Dolles	Beth Altringer, Chengwei Liu	Judge Business School, University of Cambridge, Cambridge (UK)	Unproductive Creative Teams – Blame the Client! Exploring Efficiency in Team-based Creative Problem Solving
		Ravi Shankar Saxena	Plymouth Business School University of Plymouth, Plymouth (UK)	The Role of Technology in Understanding Customer Preference and Product Availability Information Management
		Anne Köhn, Ricarda B. Bouncken	Ernst-Moritz-Arndt-University of Greifswald, Greifswald (Germany)	The Impact of Up-stream Directives on Suppliers' Performance
19:30	Workshop Dinner			

PROGRAMME NOVEMBER 17th

Time	Subject	Speakers	Affiliation	Title
9:00-9:40	2nd Session Theoretical Concepts and Approaches I Chair: Antonio J. Verdu	John Rainford	Shell Innovation Academy, The Hague (The Netherlands)	Visualization and Pre-conscious learning: The pathway to Creativity and Innovation
		Bujar Gashi	Department of Mathematical Sciences, The University of Liverpool, Liverpool (UK)	Hierarchical Bayes Approach to Multi-period Asset Management
9:40-10:00	Coffee Break			
10:00-10:40	3rd Session Theoretical Concepts and Approaches II Chair: Markus Kittler	Wim Vanhaverbeke	Hasselt University & Eindhoven University of Technology, Eindhoven (The Netherlands)	Reframing the Role of Lead in Radical Innovations Using an Open Innovation Perspective
		Marcus Wagner	Bureau d'Economie Théorique et Appliquée, Université Louis Pasteur - Strasbourg 1, Strasbourg (France)	Sustainability-Related Innovation and Competitiveness in the Context of Open Innovation and User Integration: A Qualitative and Quantitative Analysis
10:40-11:00	Coffee Break			
11:00-12:00	4th Session International Developments Chair: Andrew Pendleton	Biao Yang	The York Management School, The University of York, York (UK)	Global Supply Chain Risk Management: A Complexity Perspective
		Ricarda B. Bouncken,	Ernst-Moritz-Arndt-University of Greifswald, Greifswald (Germany)	Management of Alliances: Achieving Performance through Managers' Participation
		William Lekse	School of Management, University of Michigan-Dearborn, Dearborn MI (USA)	
		Arie Y. Lewin,	Duke University, The Fuqua School of Business, Durham NC (USA)	Why Are Companies Offshoring Innovation? The Emerging Global Race for Talent
		Silvia Massini	Manchester Business School, University of Manchester, Manchester (UK)	
Carine Peeters	Université libre de Bruxelles – Solvay Business School, Bruxelles (Belgium)			

PROGRAMME NOVEMBER 17th

Time	Subject	Speakers	Affiliation	Title
12:00-13:15	Lunch Break			
13:15-14:00	Keynote Speech	Andrew Pendleton	The York Management School, The University of York, York (UK)	Corporate Governance and Creativity: a Global Perspective
14:00-14:20	Coffee Break			
14:20-15:00	5th Session Industry-specific Applications I Chair: John Rainford	Huiping Li	Anisfield School of Business, Ramapo College of New Jersey, Mahwah NJ (USA)	Innovative Capability Building through Linkage between Joint Venture and Supplier – A Case Study on Xizi Otis and Xizi Trust
		Sara Gorgoni, Carlo Pietrobelli	University of Roma Tre, Research Centre on Economics of Institutions, Roma (Italy)	Network Structure, Knowledge Flows and Innovation in the Agro-food sector: Evidence from Chile
15:00-15:20	Coffee Break			
15:20-16:00	6th Session Industry-specific Applications II Chair: Kiran Fernandes	Rakhi Rashimi	Globelics Academy on Innovation and Economic Development, Tampere (Finland)	Optimal Policy to Balance Innovation and Access to Biopharmaceutical Drugs in India
		Markus Kittler,	University of Stirling, Stirling (UK)	In Search of Creativity, Innovation and Entrepreneurial Spirit. Evidence from the Pharmaceutical Industry
		David Rygl	University of Erlangen-Nuernberg, Nuernberg (Germany)	
16:00-16:15	Closing remarks	Harald Dolles,	heilbronn business school, Heilbronn (Germany)	
		Kiran Fernandes	The York Management School, The University of York, York (UK)	