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<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tr>
<td>09:00 – 18:00</td>
<td>Registration and coffee info desk (lobby)</td>
<td>Plenary Session</td>
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<tr>
<td>10:00 – 11:45</td>
<td><strong>Words of Welcome</strong>&lt;br&gt;Prof. Marko Seppä Founding Co-Chair of EBRF&lt;br&gt;<strong>Keynote Presentations</strong>&lt;br&gt;Dr. C.V. Ravi, Serial Entrepreneur, Silicon Valley&lt;br&gt;Dr. Gerard de Nazelle, Founding Director, EIT&lt;br&gt;Prof. Tuula Teeri, Founding President, Aalto University</td>
<td>Auditorium</td>
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<tr>
<td>11:45 – 12:30</td>
<td><strong>Lunch at Restaurant Esmeralda</strong></td>
<td>Moderated workshop</td>
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<tr>
<td>12:30 – 14:30</td>
<td><strong>&quot;What's the time&quot; for academia?</strong></td>
<td>Auditorium, lobby, session rooms</td>
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<tr>
<td>14:30 – 15:30</td>
<td><strong>Parallel Sessions</strong>&lt;br&gt;<strong>Session 1 – Laine</strong>&lt;br&gt;Knowledge Intensive Services&lt;br&gt;<strong>Session 2 – Luoto</strong>&lt;br&gt;Business Creation and Growth&lt;br&gt;<strong>Session 3 – Kaisla</strong>&lt;br&gt;Global Service Concepts&lt;br&gt;<strong>Session 4 – Auditorium</strong>&lt;br&gt;Value Co-Creation in Business Relationships and Networks</td>
<td>Knowledge Intensive Services, Business Creation and Growth, Global Service Concepts, Value Co-Creation in Business Relationships and Networks</td>
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<tr>
<td>Session chair</td>
<td>Asst Prof. Daniela Carlucci, University of Basilicata &amp; Prof. Antti Lönnqvist, Tampere University of Technology</td>
<td>Prof. Benoit Montreuil, Universite Laval &amp; Prof. Jukka Heikkilä, University of Jyväskylä &amp; Prof. Wesley J. Johnston, Georgia State University &amp; Asst. Prof. Saara Pekkarinen &amp; Asst. Prof. Pauliina Ulnuniemi, University of Oulu</td>
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<tr>
<td>KNOWLEDGE TRANSFER MECHANISMS IN SERVICE BUSINESS ACQUISITION&lt;br&gt;Mia Kosonen, Riitta Forsten-Astikainen, Kirsimarja Blomqvist Lappeenranta University of Technology, Tatiana Andreeva, GSOM St. Petersburg</td>
<td>REDUCING UNCERTAINTY THROUGH RISK-CONSCIOUS STRATEGIC EVALUATION OF NEW BUSINESS OPPORTUNITIES&lt;br&gt;Minna Räikkönen, Tuija Rantala, VTT</td>
<td>DEVELOPING A GLOBAL E-COMMERCE CENTER IN THE OULU REGION, FINLAND&lt;br&gt;Helena Ahola, Oulu University of Applied Sciences, School of Business and Information Management</td>
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<td>INVESTIGATING THE LINK BETWEEN CLIMATE AND INNOVATIVE BEHAVIOUR IN HEALTHCARE ORGANISATIONS&lt;br&gt;Daniela Carlucci, Giovanni Schiuma, Francesco Sole, University of Basilicata</td>
<td>CREATING CUSTOMER ORIENTATION IN AN INTERNATIONAL PRODUCT-BASED SERVICE ORGANIZATION&lt;br&gt;Mia Pennanen, University of Tampere</td>
<td>THERE IS ORDER IN THE EYE OF THE STORM&lt;br&gt;Christian Aspegren, University of Jyväskylä</td>
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<tr>
<td>CO-CREATIVE EVOLUTION OF SOCIAL ENTERPRISE THROUGH COLLABORATION OF INVESTORS AND ENTREPRENEURS: CASE STUDY OF SOCIAL ENTERPRISE FOR HEALTH CARE DELIVERY IN RURAL INDIA&lt;br&gt;Merie Joseph, Global Venture Lab</td>
<td>EVALUATING THE PERFORMANCE OF BUSINESS MODELS&lt;br&gt;Jukka Heikkilä, Marikka Heikkilä, Pasi Tyrväinen, University of Jyväskylä</td>
<td>DYNAMIC PERFORMANCE MEASUREMENT SYSTEM ENABLING STRATEGY IMPLEMENTATION THROUGH CO-CREATION&lt;br&gt;Tuomas Korhonen, Teemu Laine, Petri Suomalä, Tampere University of Technology</td>
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<tr>
<td>15:30 – 15:45</td>
<td><strong>Coffee break</strong></td>
<td>Coffee break</td>
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<tr>
<td>15:45 – 16:45</td>
<td>Knowledge Intensive Services</td>
<td>Commercialisation Process in Innovation</td>
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<tr>
<td>Session chair</td>
<td>Asst Prof. Daniela Carlucci, University of Basilicata &amp; Prof. Antti Lönnqvist, Tampere University of Technology</td>
<td>Prof. Pasi Malinen, University of Turku &amp; Dr. Jarkko Pellikka, Honeywell Oy</td>
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<tr>
<td>Session 9</td>
<td>KEY CAPABILITIES OF KNOWLEDGE-INTENSIVE SERVICE BUSINESSES: Paavo Ritala, Maarit Hyötylä, Milla Kosonen, Kismimarja Blomqvist, Lappeenranta University of Technology</td>
<td>CAUSATION, EFFECTUATION AND OPTIMATION Christian Aspégren, University of Jyväskylä</td>
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<tr>
<td>Session 11</td>
<td>COLLABORATIVE BUSINESS MODELS IN COMMERCIALISATION PROCESSES OF INNOVATION AMONG SMALL HIGH TECHNOLOGY FIRMS Jarkko Pellikka, Honeywell Oy</td>
<td>UNIVERSITY AS KNOWLEDGE INVESTOR FACTORY Marko Seppä, University of Jyväskylä</td>
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| 16:45 – 17:00 | Break |

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<th>Session 12</th>
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<tr>
<td>Session chair</td>
<td>Prof. Markku Moola, Aalto University &amp; Prof. Marko Seppä, University of Jyväskylä &amp; Dr. Jennifer Walske, University of California at Berkeley</td>
<td>Prof. Matti Haverila, American University of Sharjah &amp; Prof. Mika Hannula, &amp; Dr. Nina Helander, Tampere University of Technology</td>
<td>Prof. Johan Braet, University of Antwerp &amp; Prof. Rimantas Gatautis, Kaunas University of Technology &amp; Prof. Marko Torkkeli, Lappeenranta University of Technology</td>
<td>Prof. Wesley J. Johnston, Georgia State University &amp; Asst. Prof. Saara Pekkarinen &amp; Asst. Prof. Paulina Ukulniemi, University of Oulu</td>
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<tr>
<td>Session 9 Laine</td>
<td>Venture Capital Industry, Business Angels and Knowledge Investors</td>
<td>Knowledge Management in Networked Business</td>
<td>User Driven Innovation Environments</td>
<td>Value Co-Creation in Business Relationships and Networks</td>
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<tr>
<td>17:00 -18:00</td>
<td>Session 10 Luoto</td>
<td>Session 11 Kaisla</td>
<td>Session 12 Auditorium</td>
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<td>Session 10</td>
<td>Knowledge Management in Networked Business</td>
<td>User Driven Innovation Environments</td>
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<td>Session 12</td>
<td>Value Co-Creation in Business Relationships and Networks</td>
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<tr>
<td>20:00 – 01:00</td>
<td>Conference Dinner in Restaurant Esmeralda with music and dance in Restaurant Onnen Päivät, Rantasipi, Eden</td>
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**Thursday, September 16th, 2010**

### Parallel Sessions

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<th>Session 14</th>
<th>Session 15</th>
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<tr>
<td>09:00 – 17:00</td>
<td>Kaisla</td>
<td>Auditorium</td>
<td>Luoto</td>
</tr>
<tr>
<td>09:00 – 10:00</td>
<td>Practices of Relationships, Responsibility and Trust</td>
<td>Service Business Innovations</td>
<td>Value Co-Creation in Business Relationships and Networks</td>
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</table>

**Session chair**

| Prof. Johanna Kujala & Prof. Hanna Lehtimäki, University of Tampere | Prof. Miia Martinsuo & Dr. Marko Seppänen, Tampere University of Technology | Prof. Wesley J. Johnston, Georgia State University & Asst. Prof. Saara Pekkarinen & Asst. Prof. Paiviina Ulkuniemi, University of Oulu |

**Session 13**

**Alliance between Corporations and Nonprofit Organisations for CSR Practices: An Exploratory Study in Malaysia Context**

Vanitha, Ponnusamy, University of Nottingham, Malaysia Campus

**Determinants of Success for Private Public Partnership in Filling Thecnology to Health (T2H) Gap in Terms of Expectations**

Amrita, Punit Saurabh, Parswati Das, Dhruves, Biswas, IIT Kharagpur

**Harnessing Knowledge over the Co-Opetition Relationship Lifecycle**

Matti Haverila, American University of Sharjah, Nina Helander, Ilona Ilvonen, Marianne Kukko, Jussi Myllärniemi, Jussi Oikkonen, Tampere University of Technology, Katri Valkokari, VTT, Vilma Vuori, Jaani Väisänen, Tampere University of Technology

**Customer Understanding – A Prequisite for Value Creation in Industrial Services**

Tuula Miltilä, University of Turku, Turku School of Economics, Pori

**New Business Creation through Mergers and Acquisitions – Findings from an Interview Study**

Tuuja Rantala, Minna Räikkönen, VTT Technical Research Centre of Finland

**The Roles of Customer Knowledge Management and Modularity in Logistic Service Innovations: A Qualitative Study**

Minna Rollins, University of West Georgia, Saara Pekkarinen, University of Oulu

**The Strategic Impact of Corporate Responsibility in Business Networks on Value Co-Creation**

Frederick Ahen, Peter Zettinig, Turku School of Economics

**What Does Existing Research Say about Value Co-Creation?**

Merethe Stjerne Thomsen, Harald Tokeroed, University of Southern Denmark, Steffen Skovhede, Copenhagen Business School, Alex Pedrosa, Stoyan Tanev, University of Southern Denmark

**Enabling Relationship Structures and Joint Relationship Performance Improvement**

Marko Kohtamäki, Jukka Vesalainen, University of Vaasa

### Session 14

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<th>Time</th>
<th>Session 16</th>
<th>Session 17</th>
<th>Session 18</th>
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<tbody>
<tr>
<td>10:00 – 10:30</td>
<td>Kaisla</td>
<td>Auditorium</td>
<td>Luoto</td>
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**Session chair**

| Prof. Johanna Kujala & Prof. Hanna Lehtimäki, University of Tampere | Prof. Miia Martinsuo & Dr. Marko Seppänen, Tampere University of Technology | Prof. Artur Lugmayr, Tampere University of Technology & Prof. Keith Simorton, University of California at Davis |

**Seller Trust and the Impact of IT on Buyer Behaviour in Huuto.Net Marketplace**

Markus Salo, University of Jyväskylä

**Success Factors for Governing Multi-Party Collaboration**

Markus Salo, University of Jyväskylä

**Customer Focused Absorption in Industrial Service Development**

Taina Lepistö, Tuula Miltilä, University of Turku, Turku School of Economics, Pori

**Using Customer Knowledge in Service Development**

Tuula Miltilä, University of Turku, Turku School of Economics, Pori

**Fighting the Bear with Pea Shooter? Publishing Companies’ Online Strategies**

Miia Kosonen, Lappeenranta University of Technology

**Getting Ubiquitous Media out into Business – True Ambient Media Business on the Brink**

Marko Kohtamäki, Jukka Vesalainen, University of Vaasa
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<tr>
<td>11:30 – 12:30</td>
<td>Lunch</td>
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<td>Parallel Sessions</td>
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<td></td>
<td>Session 19 Kaisla</td>
<td>Practices of Relationships, Responsibility and Trust</td>
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<td>Session chair</td>
<td>Prof. Johanna Kujala &amp; Prof. Hanna Lehtimäki, University of Tampere</td>
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<td>Dr. Rosalind Jones, Bangor University &amp; Prof. Liliya Pan, The National University of &quot;Kyiv-Mohyla Academy&quot; &amp; Asst. Prof. Mari Suoranta, University of Jyväskylä</td>
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<tr>
<td>12:30 – 13:45</td>
<td>Practices of Relationships, Responsibility and Trust</td>
<td>Transitioning Universities Towards Sustainability: An Explorer’s Account</td>
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<td>Jane Porter, University of Jyväskylä</td>
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<td>Practices of Middle Management in International Organizations: Depicting the Discours of Trust</td>
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<td>Hanna Lehtimäki, Johanna Kujala, Virpi Majamäki, University of Tampere, Sirkka Hagaman, Nokia Tyres</td>
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<td>Strategy Praxis in a Multinational Company – Social Capital Perspective</td>
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<td>Katja Karintaus, Hanna Lehtimäki, University of Tampere</td>
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<td>13:45 – 14:00</td>
<td>Break</td>
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<td>14:00 – 15:30</td>
<td>Presentations of finalists</td>
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<td>15:30 – 16:00</td>
<td>Coffee break</td>
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<tr>
<td>16:00 – 17:00</td>
<td>Closing Keynote and victory ceremony</td>
<td>Chair of EBRF 2010, Prof. Marko Seppä, University of Jyväskylä</td>
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<tr>
<td>19:00 – 24:00</td>
<td>Sauna evening in Hangaslahti</td>
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Program subject to changes