

EBRF 2011 CONFERENCE PROGRAM

Wednesday, December 14, 2010 Conference Center Dipoli, Espoo, Finland

08:30-17:00 **Registration** (main lobby)

Plenary Session Auditorium

09:00-10:30

09:00-09:20 **Opening words by Marko SEPPÄ, Chairman of the EBRF Board and Marko TURPEINEN, Head of the EIT unit at Aalto University**

09:20-09:40 **Keynote: Born Globals as the Way Forward**



Reijo LUOSTARINEN is Founder and Professor Emeritus of International Business (IB) programme and the Centre for International Business Research at Aalto University. He has served as President of European International Business Academy (EIBA) and has a vast global experience via visiting professorships, board memberships and consulting. Today, he chairs a number of Born Globals and devotes time & energy to advancing the art of global business creation.

09:40-10:00 **Keynote: Business Administration vs. Business Creation**



Taneli TIKKA is a Serial Entrepreneur and Play Maker known from Internet based ventures such as IRC-Galleria, Dopplr, Muxlim, StarDoll, RunToShop, and Vakuutuskone.com. This Aalto University School of Economics graduate currently serves as CEO of Soprano Brain Alliance and assists the TEKES funded accelerator program Vigo as member of the steering board. Looking back at 2010, the FIPA nominated him as Finland's Opinion Leader in ICT.

10:00-10:20 **Keynote: Business Administration vs. Business Creation**



Mark HARRIS has over 30 years of experience in the high tech industry, most recently at Intel. As Director of Higher Education for Europe, he was responsible for advancing innovation in key areas of Intel, collaborating with top universities to expand their curricula. During the past decade, he built Intel's Global Technology Entrepreneurship with UC Berkeley. He has experienced first-hand the difficulties, especially in Europe, of building entrepreneurial ecosystems.

10:20-10:30 **Q&A**

10:30-11:00

Networking break

Six Parallel Sessions

Six Parallel Sessions						
11:00-12:30	"CAPITAL" Room 24	"EDUCATION" Room 21	"ENERGY" Room 22	"HEALTH" Room 12	"ICT " Room 13	"WELLBEING" Room 4B
Session chair	Prof. Reijo Luostarinen	Prof. Malcolm Smith	Prof. Benoit Montreuil	Prof. Marko Turpeinen	Dr. Rosalind Jones	Dr. Roberto Santoro
	<p>CHALLENGES IN COMMERCIALISATION PROCESSES OF PRODUCT INNOVATION AMONG SMALL FIRMS Jarkko Pellikka, Miika Kajanus, Mikko Heinonen, Tuomo Eskelinen</p> <p>ACCELERATING CO-CREATION AT NATIONAL BUSINESS SYSTEM LEVEL: SOCIAL AND BUSINESS PERSPECTIVES Daiva Valiukonyte</p> <p>THE ROLE OF BUSINESS FAMILIES IN GROWTH VENTURING – BUSINESS FAMILIES AS BUSINESS ANGELS Päivi Patja</p> <p>FROM BUSINESS ADMINISTRATION TO BUSINESS CREATION: CASE KALEVALA GLOBAL BUSINESS CREATION SCHOOL Marko Seppä</p>	<p>THE STU CLARK CENTRE FOR ENTREPRENEURSHIP: A CASE OF CREATING TOMORROW'S GLOBAL ENTREPRENEURS Malcolm Smith, Robert Warren, Mavis McRae</p> <p>COLLECTIVE VALUE CREATION BY PLAYING WITH LEGOS. A NETNOGRAPHIC STUDY Hanna Kurikko, Pekka Tuominen</p> <p>A SYSTEM DYNAMIC APPROACH TO THE STUDY OF WORD-OF-MOUTH AND ITS EFFECT IN AN ONLINE ENVIRONMENT Roman Wong</p> <p>PRIZM GAME FOR PROBLEM SOLVING AND INNOVATION CREATION Aleksejs Busarovs</p>	<p>EXPLORING NEW SUSTAINABLE BUSINESS MODELS IN THE FOREST INDUSTRY BASED ON MEDIA HEADINGS Hannu Virkkunen, Hannele Lampela</p> <p>FACTORS INFLUENCING THE SUCCESS OF R&D COOPETITION Outi Nuojua, Jaana Tähtinen, Teea Palo</p> <p>SERVICE DESIGN AS A TOOL FOR IMPROVING E-RETAILING USER INTERFACES Taina Vuorela, Helena Ahola, Sinikka Suutari</p> <p>THE PHYSICAL INTERNET AND BUSINESS MODEL INNOVATION Benoit Montreuil, Jean-François Rougès, Yan Cimon, Diane Poulin</p>	<p>DETERMINING SOCIAL MEDIA COMPONENTS FOR SCALABLE HEALTHCARE Amrita, Bhaskar Bhowmick, Dhruves Biswas</p> <p>INNOVATION AND VALUE-CO-CREATION THROUGH STRUCTURED INCUBATION NETWORK MODELING Sharad Kumar, Bhaskar Bhowmick, Dhruves Biswas</p> <p>MOBILE VOICE SERVICE DEPLOYMENT FOR DEVELOPING COUNTRIES: CASE RURAL INDIA'S BOTTOM OF THE PYRAMID Mikko Ruohonen, Markku Turunen, Himadri Das, Gururaj Mahajan</p> <p>PRAGMATISM AS A PHILOSOPHY FOR ACTION RESEARCHERS Merie Joseph, Antti Hautamäki, Christian Aspegren</p> <p>ECOSYSTEM EQUATION – A METHOD OF COLLABORATIVE LEARNING AND INNOVATION TO SOLVE WICKED PROBLEMS Christian Aspegren, Amrita, Merie Joseph, Mari Suoranta, Ikka Hämäläinen, Dhruves Biswas</p>	<p>THE CREATION OF A NEW BORN GLOBAL – THE FIRST STAGE OF A THREE STAGE ROCKET Christian Aspegren, Marko Seppä</p> <p>POSSIBILITIES AND CHALLENGES IN UTILIZING SOCIALLY MEDIATED SERVICE INNOVATION IN TELECOM FIELD Elina Annanperä, Jyri Naarmala, Anna Rohunen, Jouni Markkula</p> <p>TOWARDS A FLEXIBLE MULTI-VENDOR MICROPAYMENT SYSTEM Anna Rohunen, Kai Wen Chan, Kari Liukkonen, Tero Tulppo</p> <p>ENTREPRENEURIAL MARKETING ORIENTATION: A MULTI-STUDY OF SOFTWARE TECHNOLOGY COMPANIES Rosalind Jones, Mari Suoranta</p>	<p>THE RELATIONSHIP BETWEEN SOCIAL ENTREPRENEURSHIP AND SUBJECTIVE WELL-BEING Svetlana Sajeva, Egidijus Rybakovas</p> <p>ARCHITECTURE OF A BUSINESS ECOSYSTEM UNDER CONSTRUCTION Leni Kuivaniemi, Marikka Heikkilä, Mari Suoranta, Aki Soudunsaari, Mila Hakanen</p> <p>TRUST IN BUILDING HIGH PERFORMING TEAMS Mila Hakanen, Aki Soudunsaari, Leni Kuivaniemi, Marikka Heikkilä, Mari Suoranta</p> <p>FUTURE OF COLLABORATION IN MANAGING PRODUCT LIFECYCLE INFORMATION AND KNOWLEDGE Hannele Lampela, Andrea Denger, Hannu Kärkkäinen, Markus Zoier</p>

12:30-14:00

Lunch: Divided into Thematic Tables

The Six Parallel Ecosystem Level Live Case Exercises Begin

14:00-15:30

Capital Room 24

Business creation and VC require spicing up. In CAPITAL, we work to turn knowledge (capability, capacity, competence, compassion and contacts) of individuals and slack resources of institutions into investable capital.



Keynote Player: **Will CARDWELL**, Head of Aalto Center for Entrepreneurship (ACE). This born American, former venture capitalist, growth venture CEO and managing director of Technopolis Ventures is well groomed as the quarterback of enterprise in Finland's new innovation university.

Education Room 21

Education of global business creation requires a globally scalable platform, but also inspiring environments, locally. In EDUCATION, we design an ideal content and space around Aalto's new Otaniemi Campus.



Keynote Player: **Lesley HETHERINGTON** Is Director of Entrepreneurship and Enterprise Skills at the University of Aberdeen and Senior Teaching Fellow and architect of comprehensive future curricula for the Scottish Programme for Entrepreneurship. She is also Co-Chairs the European Roundtable on Entrepreneurship Education EREE.

Energy Room 22

Co-creation of research, ventures and policies is required around the smartest energy solutions. In ENERGY, we discuss the scaling of waste-to-energy technologies, production and delivery models.



Keynote Player: **Guus KEDER** has over 20 years experience from corporate finance, venture capital and growth venture creation. Currently, he is active in building Ukrainian renewable energy technologies to world markets.

Health Room 12

Health delivery models differ from society to society and segment to segment. In HEALTH, we focus on ecosystem level modeling of processes and organizations in the context of the Rural India Health Kiosk venture.



Keynote Player: **Dhrubes BISWAS** is Professor of Electronics and Head of Rajendra Mishra School of Engineering Entrepreneurship at IIT Kharagpur. He has co-founded several technology ventures in America, Asia and Europe, is a Co-Founder of Global Venture Lab (GVL) and the Founding Father of the Rural India Health Kiosk.

ICT Room 13

Business creation across all borders is possible thanks to ICT enabled solutions, such as Social Media. In ICT, a virtual Great Enabler mechanism for global business creation, connecting all stakeholders, is addressed.



Keynote Player: **Marko TURPEINEN** is the Director of EIT's unit in Finland. He heads the Helsinki node of ICT Labs, one of EIT's three Knowledge and Innovation Communities (KICs). The Aalto University professor also holds a chair in media technology at KTH in Stockholm.

Wellbeing Room 4B

Wellbeing is the basis of our actions, but our body is often seen as a transportation to our heads to get into meetings. In Wellbeing we are co-creating solutions to health, exercise and wellbeing ecosystem under construction, an open platform for research and business.



Keynote Player: **Roberto Santoro** is a leading figure in the European Living Lab arena and the Founding Chairman of the European Society of Concurrent Enterprising Network ESoCe-NET, a non-profit organization bringing together academics, researchers and industry practitioners to stimulate the exchange of ideas, views, practices and latest research and developments in the diverse field.

15:30-16:00

Networking break

The Six Parallel Ecosystem Level Live Case Exercises Continue

16:00-17:00	Capital	Education	Energy	Health	ICT	Wellbeing
19:00-19:30	Networking reception and "Family Picture" hosted by <i>Global Faculty Partners for Problems Worth Solving LP Ky</i>					

Conference Dinner in Luolamies, Dipoli

19:30-22:00	<p>With a Special Keynote Address by</p>  <p>Jose Manuel LECETA is the newly appointed Director of the European Institute of Innovation and Technology (EIT). Before, he served as International Director of CDTI, the Spanish Innovation Agency, for six years. A specialist in international innovation economics, he is a strong believer in the game-change capacity of pan-European partnerships towards delivering impact in the field of entrepreneurship education and the creation of new business in Europe.</p>
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Thursday, December 15th, 2011

08:30-17:00

Registration open

08:30-10:00

DOING GOOD BY DOING BUSINESS
Plenary session crossing all six Live Case ecosystem exercises

10:00-10:30

Networking break

10:30-12:00

The Six Parallel Ecosystem Level Live Case Exercises Continue

12:00-13:00

Working lunch: : Divided into Thematic Tables

13:00-14:30

The Six Parallel Ecosystem Level Live Case Exercises Continue

14:30-15:00

Networking break

Plenary Session
Auditorium

15:00-17:00

15:00-15:30 Keynote: Challenges of University based Business Creation



Paul DINE is Founding Partner of Global Leadership Alliance and Assistant Dean of Top Talent Study Programs at NJIT. The makings of this cross-cultural guru include service as Professor of Theology at Pontificio Collegio Beda, in Rome, a career as a Siemens Executive with global responsibilities related to cross-cultural group education & training, and another career as Management Professor teaching, cross-culturally, around the world.

15:30-16:00 Keynote: Dangerous Ideas: The best ones have highest resistance



Alf REHN is a globally renowned Business Thinker, writer and speaker, and Professor of Management and Organization at Abo Akademi University. He also serves as Chairman of Finland's fastest growing advertising agency, Satumaa. The Times has labeled him a "star of the future" and Thinkers 50 ranked him #13, in their Guru Radar, among the world's top business thinkers. His most recent book, Dangerous Ideas, presents an alternative take on creativity and business.

16:00-16:30 Closing keynote: The Greatest Enabler? It is all about U



Christian ASPEGREN is Founding Managing Partner of Global Faculty Partners for Problems Worth Solving LP, a born global to be launched at EBRF 2011 Global Business Creation Games. Christian has almost 40 yrs of experience of developing and launching market leader products and services as Product Manager, CEO, Management Consultant and Entrepreneur. In 2009, he joined GVL Finland, as Co-Creator, and candidate for PhD on Global Venture Creation.

16:30-17:00

Victory Ceremonies and Closing
Auditorium

17:30-24:00

START UP SAUNA DEMO DAY (RECOMMENDED EXCURSION)
Start Up Sauna has Open Doors at **Nosturi, Telakkakatu 8, in HELSINKI**

Registration via <http://startupsaunademoday2011.eventbrite.com/>