The First International Conference on Strategic Innovation and Future Creation

Conference Programme
23 – 24 March 2009
The First International Conference on Strategic Innovation and Future Creation

DAY ONE - Monday 23 March 2009

08.00 – 09.00  Registration

09.00 – 09.30  Welcome and Opening Address
   • Dr. Sandra M. Dingli – Director, The Edward de Bono Institute, University of Malta (MT)
   • Ms. Dana Mietzner – Centre of Entrepreneurship and Innovation, University of Potsdam (DE)
   • Mr. Roy Fewster – University of Teesside Business School, University of Teesside (UK)
   • Professor Juha Kaskinen – Finland Futures Research Centre, Turku School of Economics (FI)

Keynote Speakers

09.30 – 10.15  Keynote Speech (1)
   Dr. Edward de Bono
   Lateral Thinker, Visiting Professor, University of Malta,
   Malta Ambassador of the European Year of Creativity and Innovation
   Why Traditional Thinking is Inadequate
   Chair: Dr. Riel Miller

10.15 – 10.30  Questions and Discussion

10.30 – 11.00  Keynote Speech (2)
   Dr. Riel Miller
   Founder, xperidox: Futures Consulting;
   Faculty Member, Institut de Sciences Politique, France
   Rethinking Thinking about the Future
   Chair: Professor Joe Tidd
11.00 – 11.15  Questions and Discussion

11.15 – 11.45  Coffee Break

11.45 – 12.15  Keynote Speech (3)
Professor Joe Tidd
Professor of Technology and Innovation Management, Science & Technology Policy Research, University of Sussex, UK
*Innovation Leadership for Economic and Social Change*
Chair: Dr. Sandra M. Dingli

12.15 – 12.30  Questions and Discussion

12.30 – 13.00  Keynote Speech (4)
Professor Sirkka Heinonen
Finland Futures Research Centre (FFRC), Turku School of Economics, Finland
*Creative Foresight Space: Power from Imagining the Futures*
Chair: Professor Juha Kaskinen

13.00 – 13.15  Questions and Discussion

13.15 – 14.15  Lunch

14.15 – 14.45  Keynote Speech (5)
Professor Guido Reger
Professor for Innovation Management and Entrepreneurship, Director, Centre of Entrepreneurship and Innovation, University of Potsdam, Germany
*Open Innovation and Customer Integration: Opportunities and Risks*
Chair: Dana Mietzner

14.45 – 15.00  Questions and Discussion

15.00 – 15.30  Coffee Break
**DAY ONE – PARALLEL SESSION 1**

(A) 15.30 – 16.15  **Day One, Parallel Session 1 A**  
*Innovation Management*

Adelhelm Silvia, Braun Andreas and Reger Guido  
University of Potsdam (CEIP), Germany  
*Open Innovation – A useful approach for Pharmaceutical SMEs?*

Heikkinen-Moilanen, Riitta-Liisa*, Inkinen, Sam**, Kaivo-oja, Jari **and Heikkinen, Vesa *  
*University of Lapland, Finland; **FFRC, Turku School of Economics, Finland  
*European Cluster Strategy and the Tourism and Experience Economy*  
Cluster’s (TE Cluster) Critical Momentum: New Emerging Aspects of Creative Processes and Innovations in Tourism and Experience Economy

(B) 15.30 – 16.15  **Day One, Parallel Session 1 B**  
*Education and Thinking*

Pulis Xerxen, Shirley  
University of Malta, Malta  
*Creativity in Schools: A Maltese Perspective*

Engles, Paul  
Saint Mary’s School, New Zealand  
*Communities of Learning, Communities of Practice and Distributed Leadership: Bringing the Theories together in Practice*

(C) 15.30 – 16.15  **Day One, Parallel Session 1 C**  
*Entrepreneurship*

Bonello, Michael  
ESDL, Malta  
*The Innovating Micro-Enterprise: A Case Study on Embracing Change*
Baldacchino, Leonie  
University of Malta, Malta  
*Entrepreneurial Creativity and Innovation*

(D)15.30 – 16.15  
**Day One, Parallel Session 1 D**  
*Foresight – Practical Session*

Heinonen, Sirkka  
Finland Futures Research Centre (FFRC)  
Turku School of Economics  
Finland  
*Creative Foresight Space*

(E)15.30 – 16.15  
**Day One, Parallel Session 1 E**  
*Foresight*

Rohrbeck, René  
Berlin University, Germany  
*Innovating for the Future: The Roles of Corporate Foresight in Innovation Management*

**DAY ONE – PARALLEL SESSION 2**

16.15 – 17.00  
**Parallel session 2 A**  
*Foresight – Interactive Session*

Mietzner, Dana and Reger, Guido  
University of Potsdam (BIEM-CEIP), Germany  
*Creation of Future Business Models – A Scenario Based Approach*
**Parallel session 2 B**

*Entrepreneurship*

Heinemann, Stefan
FOM University of Applied Sciences for Economics and Science, Germany

*Why Business Plans need a Special Entrepreneurial Ethical Commitment and how it can be incorporated in Practice*

Weineck, Gabriele, Lange, Astrid and Lentzy, Janine
Brandenburg University of Technology Cottbus, Germany

*Linking Findings in Innovation Management to Entrepreneurship: Clustering potential Entrepreneurs by Innovator Types*

**Parallel session 2 C**

*Creativity workshops*

Byrge, Christian and Hansen, Søren
Aalborg University, Denmark

*Teaching Creative Competences by the use of 3D Cases: Lateral Thinking, Parallel Thinking and Synectics embodied*

Luther, Michael
Cologne, Germany

*Leonardo goes Business*

**Parallel session 2 D**

*Innovation Management*

Dingli, Sandra
University of Malta, Malta

*How Innovative is Your Organisation?*
Ghamari, Jamal
Iran
*Management Innovation Possibilities: A Study on the Leading Iranian Car Manufacturer*

**DAY ONE – PARALLEL SESSION 3**

(A) 17.00 – 17.45  
**Parallel session 3 A**  
*Creativity*

Marr, Aliyah  
Author, Speaker, Imaginador, Creative consultant and coach, USA  
*Parallel Mind, The Art of Creativity*  
*Parallel Mind, Creativity @ Work*

Semenko, Olga  
School for Creatively Gifted Children, Uzbekistan  
*Interrelations between Cognitive and Affective Components in the Creative Thinking Classroom*

(B) 17.00 – 17.45  
**Parallel session 3 B**  
*Foresight*

Nowicka, Iwona  
Ministry of Science and Higher Education, Warsaw, Poland  
*Methodology of National Foresight Programme Poland 2020*

Serbulescu, Radu and Hincu, Daniela  
Romanian Academy, Romania  
*Cultural Patterns and the Ability to Foresee: A Challenge for a Common Future in a Globalized World*
Parallel session 3 C

Education

Spiteri, Simeon
University of Southampton, UK
New Entrepreneurial Issues: The same solutions?

Seghedin, Elena
University of Iassy, Romania
Developing Children’s Creativity: From the Parents’ Creativity to the Children’s Creativity

Parallel session 3 D

Other papers

Ionescu, Nicolae *, Visan, Aurelian *, Doicin, Cristian-Vasile * and Hincu, Daniela**
*POLITEHNICA University of Bucharest (UPB), Romania
**The Bucharest Academy of Economic Studies (ASE), Romania.
Benefiting from the Teaching Experience with Triz Method in Technical and Economic Field

Toma, Steliana * and Manea, Adriana Teodora **
The Technical University of Civil Engineering of Bucharest, ** The “Ovidius” University of Constanta, Romania
Distance Education as an Educational Partnership

Manea, Adriana-Teodora *, Manea, Laurentiu-Claudiu * and Toma, Steliana **
Ovidius University, Romania
** Didactic Training Department, Technical University of Civil Engineering, Romania
Challenging Creativity in Automotive Engineering Department of ‘Ovidius’ University
DAY TWO – PARALLEL SESSION 4

(A) 09.00 – 09.45  Parallel session 4 A

*de Bono Thinking Skills*

Carlisle, James P.
The de Bono Group LLC, USA
*Thinking as a Barrier to Innovation: Findings of the Survey.*
*A collaboration The de Bono Group, LLC & The Center for Business Innovation at Babson Executive Education*

Agius, Joseph
University of Malta, Malta
*Thinking Skills: Targeting this-ability in School-age Children who Stutter*

(B)09.00 – 09.45  Parallel session 4 B

*Gender and family*

Murphy, Brenda
University of Malta, Malta
*Reading the Media, Writing Identities: Generating problematic gendered identities and strategic strategies for change*

Owens, Gill
University of Teeside, UK
*At the Heart of Things: The Role of the ‘married’ couple in Entrepreneurship and Family Business*
(C)09.00 – 09.45  Parallel session 4 C

Foresight

Mietzner, Dana and Reger, Guido
University of Potsdam (BIEM-CEIP), Germany

New Market Intelligence Tool: Identification of New Markets and Business Opportunities for High Tech SME

Palo, Teea and Tähtinen, Jaana
University of Oulu, Finland; **

Business Model Scenarios for emerging Technology-Based Services

(D)09.00 – 09.45  Parallel session 4 D

SMEs

Bell, Alan
University of Teesside, UK


Yumiao, Tian
University of Teesside, UK

Social Capitals and SME Internationalisation: An Exploration on cases from the UK and China

09.45 – 10.45  Panel Discussion on each of the four areas of study of the new International Joint M.Sc. in Strategic Innovation and Future Creation: Creativity, Innovation Management, Futures Studies and Entrepreneurship

• Dr. Sandra M. Dingli – The Edward de Bono Institute, University of Malta (MT)
• Ms. Dana Mietzner – Centre of Entrepreneurship and Innovation, University of Potsdam (DE)
• Mr. Roy Fewster – University of Teesside Business School, University of Teesside (UK)
• Professor Juha Kaskinen – Finland Futures Research Centre, Turku School of Economics (FI)
Chair: Professor Ted Fuller

10.45 – 11.15 Coffee Break

11.15 – 11.45 Keynote Speech (6)
Mr. Manfred Rink
Head of New Business, Bayer Material Science AG, Germany
Efficient Management of Branch Specific Innovation and Technologies at Bayer MaterialScience AG
Chair: Professor Guido Reger

11.45 – 12.00 Questions and Discussion

12.00 – 12.30 Keynote Speech (7)
Professor Luke Georghiou
Professor of Science and Technology Policy and Management,
Manchester Institute of Innovation Research, Manchester Business School, University of Manchester, UK
Can Europe Innovate its way out of the Recession?
Chair: Dr. Brenda Murphy

12.30 – 12.45 Questions and Discussion

12.45 – 13.45 Lunch Break

13.45 – 14.15 Keynote Speech (8)
Ms. Elina Hiltunen
Futurist / Strategic Foresighting Manager, Nokia Group, Finland
Organisational Futures Learning (OFL) Process
Chair: Professor Luke Georghiou
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<td><em>The Role of the Entrepreneur</em></td>
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<td><em>The Future of Strategic Innovation</em></td>
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