

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 <i>Innovation Leadership for Economic and Social Change</i> 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 <i>Creative Foresight Space: Power from Imagining the Futures</i> 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 <i>Open Innovation and Customer Integration: Opportunities and Risks</i> 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*

(B)16.15 – 17.00

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*

(C)16.15 – 17.00

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

(D) 16.15 – 17.00

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, Imaginator,
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*

(C) 17.00 – 17.45

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***

(D) 17.00 – 17.45

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

***Critical Junctures in Decision-Making:
Strategic Choice for Entrepreneurs in the
Decision-Making Process***

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

14.15 – 14.30	Questions and Discussion
14.30 – 15.00	Coffee Break
15.00 – 15.30	Keynote Speech (9) Mr. Paul Callaghan Chairman, The Leighton Group, UK <i>The Role of the Entrepreneur in an Innovation Economy</i> Chair: Mr. Roy Fewster
15.30 – 15.45	Questions and Discussion
15.45 – 16.45	Panel Discussion with the participation of keynote speakers: <i>The Future of Strategic Innovation</i> Chair: Dr. Sandra M. Dingli
16.45 – 17.00	Concluding Remarks Professor Juanito Camilleri, Rector University of Malta Dr. Sandra M. Dingli, Director The Edward de Bono Institute University of Malta
17.15	Reception