



Intellectual Capital for
Communities
In the Knowledge Economy



Open Innovation, Knowledge Flows, and The New Innovation Policy Agenda

The World Conference on Intellectual Capital for Communities
Eight Edition

Co-organised by
The European Chair on Intellectual Capital Management, the University Paris-Sud
and The World Bank

May 31st, June 1st, 2012

**World Bank Paris Office,
66, Avenue d'Iéna 75016 Paris, France**

With a Country Focus: South Korea



PRESENTATION

Open Innovation, Knowledge Flow and The New (Innovation) Policy Agenda

The central theme of the Eight Edition of the World IC Conference is ***Open innovation, Knowledge flow and the New (innovation) policy agenda.***

Innovation strategies of companies have recently been strongly influenced by the urgent need for cooperation and coordination with more or less close external sources. This is roughly what the term "Open Innovation" covers, dealing with how to optimize investment and to take advantage of opportunities offered by information technologies and new areas of value creation (first and foremost, social networks). If the need of resorting to external sources is unquestionable, for reasons of technological development, we do not yet have an articulated and integrated vision of business practices (beyond isolated cases of success), barriers and possible limits to open innovation. Such a shift in the paradigm of innovation brings to the fore important issues for innovation policy especially with regards to the issue of the assessment of knowledge flow beyond traditional firms boundaries.

But the issue of open innovation goes beyond the micro (e.g. the enterprise dimension). It is clearly related to the importance of the intermediary forms of value creation based on innovation: knowledge markets, networks and communities among others.

From policy and business agenda perspectives, several problematic issues can be put forward:

- ***Knowledge flow identification and measurement.*** The emergence of new forms of knowledge creation and transacting brings to the fore important analytical and policy issues, especially those related to the identification and measurement of flows on the one hand and the level of international fixity / mobility of knowledge among different spaces on the other.
- ***The issue of new forms of organising, e.g. new Business Models.*** Business models for IPRs of course, and more generally business models for knowledge flows. Here the main issue lies in understanding the dynamics of emerging practices while modelling them. At the outcome, what should be achieved is the definition of the structure of governance the most adapted to the requirements of these new forms of organising.
- ***The emergence of new forms of "transacting", targeting primarily hard intangibles.*** Indeed, intangibles are more and more the subject of ad hoc autonomous markets. This is already observable for patents, with auctions, and also with unexpected field of experimentation, such as individual competences. Intangibles are no longer to be addressed as only as "inputs" in the "production process", but also as autonomous items, potentially "transactable" in different marketplaces. This course creates an open space for new players, but also poses important problems in terms of valuation and "securisation". ***This process of "autonomisation" of intangibles is certainly an important tendency that should be better documented and evaluated by academic research.***
- ***The issue of joint assets.*** Here lies the issue of considering value process from a systemic perspective, e.g. by considering organisational interstices as the hub of value creation. This of course calls for a deep shift in our thinking from the corporation as the unit of analysis to joint organisations as the new hub for value. Hence the importance of joint intangible assets as an important perspective.
- ***The issue of public/private collaboration.*** Public private collaboration and knowledge transfer issues can be approached in line with the joint assets issue

perspective. In concrete terms, we should document better how these collaborations work, especially with regards to patenting issues, and instruments for knowledge creation and transfer.

- **Strategic funds for innovation.** Several countries (South Korea, China, Japan, France, among others) initiated recently strategic funds for innovation. These funds are designed among others to create conditions for leverage public and private scientific and technology innovations, and also for increasing deal flows.

The IC 8 conference will try to contribute to the necessary assessment of these emergencies. As with previous IC conferences, we will start by reviewing on-going programmes of intellectual capital.

This year, we will innovate by inviting a guest country, which will be South Korea.

We will focus specifically on how open innovation and new forms of organizing and valuing innovation will deeply impact the ways organizations and public institutions design or should design and implement their policy instruments.

As in former IC conferences, these questions will be approached at different levels: countries and world regions, provinces and cities, firms and networks.

As usual, also, the conference will alternate plenary sessions, with keynote speeches, and parallel workshops, allowing more detailed discussions on various topics of interest to the different IC communities. A final session, with a video connection with Washington, will draw and discuss the main conclusions of the conference.

Day 1 – Thursday May 31st, 2012
<p>8.45 - 9.00 Introduction Room A</p> <p>Mark A. Dutz, The World Bank & Professor Jean-Jacques Girerd, Vice-President, University Paris-Sud</p>
<p>9.00 - 9.30 Key Note Speech Room A</p> <p>“Innovation and IPRs in Europe” Yves Lapierre, Director General , INPI</p>

9.30 - 11.00

Session 1

Room A

**The intangibles agenda and economic growth:
Achievements and issues**

Chairman: Leif Edvinsson, Lund University & The New Club of Paris

- The OECD Programme for Intangibles, Alistair Nolan, OECD
- Measuring intangibles in Brazil, Mark A. Dutz, The World Bank
- The Japanese programme, an update, Yoshiaki Tojo, Director General Affairs and Policy Planning Department, NEDO
- The UK programme, Tony Clayton, Chief Economist, IPO

11.00 - 11.30

Cafe Break - Networking

11.30 - 13.00

Session 2

Room A

**South Korea, intangible investments
and the Knowledge economy agenda**

Chairman: Jean-Eric Aubert, Senior Consultant, The World Bank

- IPRs and Innovation in Korea's Economic Catch-up, Keun Lee, Professor, Seoul National University
- Productivity dynamics based on intangibles, Sanghoon Ahn, Korea Development Institute
- Intangible investment at industry level, Hyunbae Chun, Sogang University

13.00 – 14.15 : Lunch

14.15 - 15.45

Session 3

Room A

**Open innovation (1) :
Research perspective**

Chairman: Pirjo Stahle, Aalto University

- Safe Nests in global nets: internationalisation and appropriability of R&D in the wireless industry, Alberto Di Minin, BRIE UC Berkeley & Management Scuola Superiore Santa Anna
- Innovation from market exchanges, Kevin Boudreau, London Business School
- Combinatoric innovation, Paul Louis Iske, Maastricht University, School of business and Economics
- Open innovation practices in Germany, Ellen Enkel, Zeppelin University
- Accelucation and open innovation: the first results of the ISD international programme by CIGREF, Ahmed Bounfour, University Paris-Sud

15.45 - 16.00
Coffee-Break, Networking

16.00 - 16.30
Key Note Speech
Room A

**Designing and governing a campus of the future:
The Paris-Saclay Campus
Dominique Vernay,
President, Fondation de Coopération Scientifique, Paris-Saclay**

16.30 - 18.00
Session 4
Room A

**Open innovation (2) :
Emerging practices in companies ...
and public organisations**

Chairman: Takayuki Sumita, METI

- Patents licensing and open innovation at L'Oréal, Frédéric Caillaud, L'Oréal,
- How does a large company practice open innovation, Isabelle Wuest , Saint-Gobain
- Innovation Policy Platform: an exercise of open innovation at a global scale. Dominique Guellec , OECD
- Open innovation platform for SMEs, Laurence Joly, INPI

18.00-18.30
Key Note Speech
Room A

**The role of intangibles in transforming Chinese economy,
Charles Hulten, Professor, University of Maryland and NBER (on-line)**

18.30 : Dinner Buffet

Day 2 - Friday June 1st, 2012

9:00 - 9: 45

Key Note Speech

Room A

Economics of openness in innovation

Philippe Aghion, Professor, Harvard University
(online)

9:45 – 11:15

Session 5

Room A

New markets for innovation and the role of strategic funds

Chairman: Fernando Galindo-Rueda, OECD

- CDC initiatives for stimulating patent dealmakings, Partick Terroir, Managing Director, CDC Propriété Intellectuelle
- Pricing patents and knowledge flow growth, Gerard Pannekoek, President and CEO of IPXI Holdings
- The European investment Bank agenda for IPRs markets, Jacques Darcy, European Investment Bank

11:15 – 11:45

Cafe Break - Networking

11.45-13.15

Parallel Sessions

SESSION 6: PUBLIC DATA AND INNOVATION

Room A

Chairman: Guenter Koch
Execupery & The New Club of Paris

- Open data ,the World bank perspective, Mark A. Dutz, The World Bank
- Open data; the French perspective, Christophe De Meudler, APIE
- Open data policy in Asia, Waltraut Ritter, Asia Pacific Intellectual Capital Centre, Hong Kong
- " Innovative reporting mechanism leveraged with XBRL interactive data for value creation", Mariko Mishiro, WICI

SESSION 7: INTANGIBLES MEASUREMENT, AND REPORTING

Room B

Chairman: Inge Wulf
Clausthal University

- Embedding reporting within organisational processes, The BNDES experience, H. Ternorio Viga de Almeida & JP Braga, BNDES , Brazil
- Reporting on intangibles, a recent survey from Japan, Tadanori Yosano, Kobe University
- Integrated Reporting , Yoshiko Shibasaka, KPMG Japan
- Tradeoffs between the use of ICT and knowledge transfer in risk management, Michael Handke, University Heidelberg
- Intangibles and risk management, Susanne Durst, Liechtenstein University

SESSION 8: NEW APPROACHES TO INNOVATION AND KNOWLEDGE MANAGEMENT (I)

Room C

Chairman: Simon Dueckert
Cogneon GmbH

- KM and high performance, Peter Pawlowsky, Chemnitz University
- Effective Knowledge work, Stefan Gueldenberg, Liechtenstein University, Klaus North, Wiesbaden Business School
- Intangibles and firm's agility : from potential to realisation, Tom housel, NPS
- Knowledge transfer among intermediaries, Anssi Smedlund, Aalto University

Lunch : 13.15- 14.15

<p>14.15 - 15.45</p> <p>Parallel Sessions</p>	
<p>SESSION 9: THE PURPLE ECONOMY, ARTS, DIVERSITY AND CULTURAL ASSETS</p> <p style="text-align: center;">Room B</p> <p>Chairman: Hank Kune, Educore</p> <ul style="list-style-type: none"> • Anja Puntari, Guenther Szogs, Secretary, Leonardo Award, Knowledge and art • The role of museums in the knowledge economy, Julien Anfruns, Managing Director, ICOM • Giovanni Schiuma, Art-Based management into practice, University of Basilicata • Guenter Koch, Execupery, Art and knowledge politics 	<p>SESSION 10: NEW APPROACHES TO INNOVATION AND KNOWLEDGE MANAGEMENT (II)</p> <p style="text-align: center;">Room A</p> <p>Chairman: Peter Pawlowsky, Chemnitz University</p> <ul style="list-style-type: none"> • The 21st Century innovation paradigm, Pirjo Stahle, Aalto University • Javier Carrillo, 7 tracks to the knowledge economy • David Creelman, "Will there be ISO standards for HR?" • IC and the Future of Luxembourg, Susan Alexander & Jean-Jacques Mertens
<p>15:45 - 17:00</p> <p>Session 11</p> <p style="text-align: center;">Room A</p> <p>Intangibles, Open innovation and the (new) policy agenda</p> <p>(Final session)</p> <p>Panel moderated by Jean-Eric Aubert</p> <p>Bror Sarmelin (European Commission), Tenorio Veiga de Almeida (BNDES) , Takayuki Sumita (METI), Leif Edvinsson (Lund University), Ahmed Bounfour (University Paris-Sud), Keun Lee (Seoul National University).</p>	

Contacts:

Scientific Direction:

Ahmed Bounfour, Professor, European Chair on Intellectual Capital Management;
email: ahmed.bounfour@u-psud.fr

Logistics: Andrés Barreneche ; email: barreneche@gmail.com

Website: www.chaironintellectualcapital.u-psud.fr