



French-German Roundtable on Intangibles and Knowledge

Workshop 2: Dilemmas of the Knowledge Economy

Heidelberg, 17th September 2012

Programme

8:30 – 09:00	<i>Registration</i>
9:00 – 09:15	<i>Introduction</i>
<p>Intangibles: A clarifying statement and agenda Johannes Glückler, Professor of Economic and Social Geography, University of Heidelberg; Ahmed Bounfour, European Chair on Intellectual Capital Management, Université Paris-Sud</p>	
9:15 – 10:45	<i>Session I: The Measurement Dilemma</i>
<p>Discussant: Günter Koch, General Secretary, New Club of Paris</p> <p>Intangibles in the true sense of the word cannot be ‘touched’. How can intangibles be made tangible in the sense of identifying, measuring and valuing them? Can qualities be quantified or monetized? How does business appreciate and value intangibles?</p> <p>Non-financial reporting on intangibles: Issues and perspective Ahmed Bounfour, European Chair on Intellectual Capital Management, Université Paris-Sud; Florence Depoers, Associate Professor, Université Paris-Sud</p> <p>The Orse guidelines for reporting on operational risks Patricia Lavaud, Head of the Finance Club, Observatoire de la Responsabilité Sociétale des Entreprises (ORSE)</p> <p>Appraising intangible assets in moments of crisis: Corporate insolvency in Germany. Michael Handke, Lecturer at the Chair of Economic and Social Geography, University of Heidelberg</p> <p>Valorisation of public research results: Elements of international comparison Rémi Lallement, Technical Officer, Conseil d’Analyse Stratégique</p>	
10:45 – 11:15	<i>Coffee break</i>
11:15 – 12:45	<i>Session II: The Engineering Dilemma</i>
<p>Discussant: Johannes Glückler, Professor of Economic and Social Geography, University of Heidelberg</p> <p>How to plan innovation when novelty comes from serendipity and unforeseen creative recombination? This session contrasts management, forecasting and efficiency seeking in innovation with problems of causal ambiguity, domain-specificity and contextuality of knowledge generation. Do we acknowledge creativity in the periphery?</p> <p>The innovators dilemma in the print media industry Robert Crooker, Senior Vice President, Business Development and Strategic Partner Management, Heidelberger Druckmaschinen AG</p> <p>Dilemma for decision makers in early phases of innovation Peter Ohlhausen, Head of Competence Team Innovation Management, Fraunhofer IAO</p>	



Cultural assets strategies: The case of branding for museums Julien Anfruns, Director General, International Council of Museums (ICOM)	
12:45 – 14:00	<i>Lunch</i>
14:00 – 15:30	Session III: The Incentive Dilemma
<p>Discussant: Leif Edvinsson, CEO, Universal Networking Intellectual Capital AB and President of the New Club of Paris</p> <p>While the state pursues welfare maximization, corporations strive for profits. While the state promotes the advance of knowledge as a public good, firms and inventors usually strive for knowledge monopolies. How can policies reconcile conflicting interests in order to advance the knowledge base of society and economy. What is the role of the third sector?</p> <p>Scenarios for the future of intellectual property rights Clara Neppel, Examiner Directorate 2221, Scenario Analyst, European Patent Office</p> <p>(Title: To be confirmed) Georg Licht, Head of the research department of Industrial Economics and International Management, Centre for European Economic Research (ZEW)</p> <p>Open innovation and the joint asset issue Ahmed Bounfour, European Chair on Intellectual Capital Management, Université Paris-Sud</p>	
15:30 – 15:45	<i>Coffee break</i>
15:45 – 17:15	Session IV: The Circulation Dilemma
<p>Discussant: Peter Meusburger, Distinguished Senior Professor, University of Heidelberg</p> <p>Intangibles are bound to people and organizations. How can localized knowledge be mobilized, reproduced and improved in other places? How does learning work? How can new knowledge be transformed in marketable goods and services?</p> <p>From inventions to innovations: Universities between basic science and IP management Jürgen Rühle, Professor and Vice Rector for Internationalization and Technology Transfer and Head of the Laboratory for Chemistry and Physics of Interfaces Department of Microsystems Engineering – IMTEK, University of Freiburg</p> <p>Innovation practices in Europe: A complexity theory approach based on CIS surveys Andrés Barrenche, PhD Student and Research Assistant, Université Paris-Sud</p> <p>Rhine-Neckar Chamber of Industry and Commerce: Supporting innovation and technology transfer Nicolai Freiwald, Technical and Environmental Consulting, Rhine-Neckar Chamber of Industry and Commerce</p> <p>Intangible assets of territories Ahmed Bounfour, European Chair on Intellectual Capital Management, Université Paris Sud; Danielle Bourlange (online), Deputy Director, Agence du patrimoine immatériel de l'État (APIE)</p>	
17:15 – 18:00	Plenary Discussion
18:00 – 19:30	<i>Dinner</i>