

Poster session

(presented during all breaks)

Patricia Akester Francisco Lima (Univ of Cambridge)
The Economic Dimension of the Digital Perspective :
a Copyright Perspective

Frédéric Divialle, *Syoum Negassi* (LASI, U. Paris 1)
L'impact économique de la R&D liée à la défense :
Une analyse comparative

Bikis Khanam (Industry Canada), **Petr Hanel** (Sherbrooke
University)

Total Factor Productivity Growth and the R&D Expenditure
of Canadian Manufacturing and
Services Industries, 1973-1997

Joel Hellier, **Natalie Chusseau** (MEDEE, U. Lille 1),
Syoum Negassi (LASI)

Externalité technologiques et qualifications : l'impact de la
recherche défense sur le secteur civil.

Ei Sun Oh (University of Malaysia Sabah)
A Robust Evolving Multifaceted Self-Governance
Framework for Intellectual Property Policy
Development and Management

Astrid Romain, **Bruno van Pottelsberghe**
(Solvay Business School)

The Determinants of Venture Capital,
A panel data analysis of 16 OECD Countries

Beth Webster, **Paul Jensen**
(IPRIA, University of Melbourne)
Is Trade Marking a Measure of Australian competition?

Beth Webster, **Paul Jensen**
(IPRIA, University of Melbourne)
Understanding Recent Patterns of Trade Marking
Activity in Australia

Vitual session

Antoine Bureth (Université Louis Pasteur)
Public Private Partnership (PPP) in Pharmaceuticals
Intellectual Property Rights: Emergence of Hybrid Forms
of Governance?

Chialing Chang (Ires, UCL) *Stephane Robin* (Cresge)
Doing RD and Importing Technology an Empirical
Investigation on Taiwan's Manufacturing Firms

Ting-Fang Chiang *Hsiao-Yun Teng* (Yuan Ze U. Taiwan)
Rearranging Product Lines Through Licensing In A
Vertically Differentiated Product Framework

Yi Deng (Dept. of Economics, S. Methodist U. Dallas.)
A Dynamic Stochastic Analysis of International Patent
Application and Renewal Processes

Mustapha Djennas (University of Tlemcen)
Strategic watch ans The Use of Information as a help tool
in Decision Making by Algerian Entreprises

Tetsungen Haruyama (Kobe university)
Competitive Innovation when Codified and Tacit
Knowledge are Joint Products

Gilles Koleda (ERASME, Ecole centrale de Paris)
Harmonisation des DPI et croissance :
le cas de l'exigence de nouveauté.

Justina Matysiewick (University of Economics)
The Quantitative Methods in the Process of Development
and Assess of the Distribution strategy. (Polish beer market).

Syoum Negassi (LASI, U. Paris I - Panthéon-Sorbonne)
La diffusion de l'innovation entre le secteur civil et le
secteur militaire

Jin-Gu Pan, *Chih Peng Chu*, (National Dong Hwa U.),
Chong-Jian Liu, *Fu-Chuan Lai*, (National Taipei U.)
The Detection and Pricing Strategies in the Software
Industry : When should Close one Eye ?

Sanyal Prabbudha (American University)
Determinants of Outward FDI: Role of Technological
Intensity, Spillovers and Intangible Assets

Sanyal Prabbudha (American University)
Choice between Licensing and FDI: Role of R&D Intensity,
Spillovers and IPRs

Domagoj Račić, *Mislav Ante Omazić*, *Edo Rajh*,
(Institute of Economics, Zagreb, Croatia)
Linking Innovation Policy and Innovation Management:
Some Implications of the Community Innovation
Survey in Croatia

Sonja Treven (School of Economics and Business)
Human Resource Management in Innovative Enterprises
A Dialectical System Approach

Guido Westkamp (University of London)
Harmonisation of Economic Rights in European Copyright
: The Lowest Common Denominator Solution and its
Impact upon Information Uses

Liang Xinru, *Qingrui Xu* (University Hangzhou, China)
From Creativity to Successful Innovation
Study on the Evolutionary Mechanism of Innovation

Jing Yang (School of management, Zhejiang University)
Intellectual Property Rights: the Implications for
Nongovernmental Business of Wenzhou in China



**INNOVATIONS
and
INTELLECTUAL PROPERTY**
Economic & Managerial Perspectives

Final Program

INSEAD
Singapore
July 2004, 15-16

Solvay
Business School

ULB
Free University of
Brussels

ipacademy
Empowering the Intellect

Thursday, July 15th

08:00–08:45 : Welcome desk

08:45–10:30 : S I : Management of Innovation and IP
Chair : **Michele Cincera** (ULB)

Petr Hanel (University of Cheerbroke)

Intellectual Property Business Management Practices

Julien-Young Mameaux (*BNP Paribas South Korea*)

Richard Pin, *Emmanuel Métais, Pierre-Guy Hourquet*
(EDHEC B. School)

Rule-Breaking Through I.P.- Based Disruptive Strategy

Zhangshu Xie, Qingrui Xu, Zhirong Yang (Zhejiang U.)

The Management of Intellectual Property for Enterprise's
Total Innovation Management

Arnoud De Meyer (INSEAD)

What Difference About Innovation in Asia ?

10:30-11:00 : Coffee break / **Poster session**

11:00-13:00 : Opening Session

Chair : **Orhan Güvenen**

Governing Board, Europe Development Bank

Welcome oration :

Arnoud De Meyer & Helmut Schütte (INSEAD)

Keynote Speeches

Derek BOSWORTH (UMIST, University of Melbourne)

Cooperative Agreements and Innovativeness in the UK
Biotechnology Sector

Dietmar HARHOFF (University of Munich)

The Battle for Patent Rights - Who is bashing whom?

13:00-14:15 : Lunch

14:15-16:15 : S II : Industry - University Partnerships

Chair : **Shantansa Bhattacharya** (INSEAD)

Nicolas Carayol (BETA, Université Louis Pasteur)

Who Patents at Universities and Why ? Evidence from a
large French university

Dirk Czarnitzki, Bernd Ebersberger (T R C of Finland)

Public Funding of R&D, Collaboration and Innovation Output

Fabio Montobio, F. Malerba, M. Mancusi (U. L. Bocconi)

Innovation and Knowledge Spillovers :
Evidence from European data

Alexander Mack, Milad Zarin-Nejadan, (U. Neufchatel)

Bart Carrin (JETRO, Geneva), **Yuko Harayama** (RIETI)

Science-Technology-Industry Network,

The Competitiveness of Swiss Biotechnology

Elefthérios Sapsalis, Bruno van Pottelsberghe (Solvay B.S.)

The Sources of Knowledge and
the Value of Academic Patents

16:15-16:45 : Coffee break / **Poster session**

16:45-18:45 : S III : Knowledge Spillovers

Chair : **Bruno Van Pottelsberghe**, Solvay B. S.

Fabio Montobio (Università Luigi Bocconi, Milano)
Open Science and University Patenting : a Bibliometric
analysis of the Italian Case

Mark Rogers, Christine Greenhalgh (Oxford University)

The Value of Innovation: the Interaction of Competition,
R&D and IP

Rashmi Banga (Indian Council for Research in
International Economic Relations)

Technology Up-Gradation Strategies and Level of
Technology Adoption in Japanese and U.S. Firms in
Indian Manufacturing

Michele Cincera (ULB)

Brain drain, Brain gain and Brain exchange

The Role of MNEs in a Small Open Economy

Todo Yasuyuki (Tokyo Metropolitan University)

Technology Adoption and Inventive Adaptation
in Follower Countries

19:00 Reception

Friday, July 16th

08:30–09:00 : Welcome desk

09:00-10:30 : S IV : Intellectual Property Policies

Chair : **Sadao Nagaoka**

Director of I.I.R, Hitotsubashi University

Wu Zhirwin (Lunghwa University of Science and
Technology) **Chien-Fu Chou** (National Taiwan University)
Intellectual Property Rights Protection and
Economic Efficiency

Sung Jin Kang (Korea U.), **Hwan Joo Seo** (Sangji U.)

Does Stronger Intellectual Property Rights Induce More
Patents without Complementary Environments ?

Carine Peteers, Bruno van Pottelsberghe (Solvay B. School)

Strategic Management of Innovation and
Patenting Performances

Ray Saon (Research and Information Systems for the Non
Aligned and other Developing Nations)

Optimal Patent Regimes for Developing Countries

10:30-11:00 : Coffee break / **poster session**

11:00-13:00 : S V : Intellectual Property Evaluation

Chair : **Pierre Mohnen** (MERIT)

Dirk Czarnitzki (Centre for European Economic Research)

Comparing the Market Valuation of Innovative Assets
in U.S. and German Firms

Robert Pitkethly (Oxford University)

Business Method Patents and Venture Capital
Investment Decisions

Pia Weiss (Chemnitz University of Technology)

Competitive Disadvantage through the Non-Existence
of Patent Protection

Sadao Nagaoka (Institute of Innovation Research,
Hitotsubashi University)

Evaluating R&D Management of Firms by Patents Citation

13:00-14:15 : Lunch

**14:15-16:15 : S VI : Innovation Performances
at the Firm Level**

Chair : **Daniel Traça** (INSEAD)

Katrin Hussinger (Centre for European Economic Research)

R&D and Subsidies at the Firm Level:

An Application of Two-Step Selection Models

Eric J. Iversen (STEP, Center for Innovation Research)

IPRs and Norwegian SMEs: Using Registry Data
to Analyze Factors that Shape Innovative
Efforts and Performance

William Latham (University of Delaware)

IT Intensity Firm Organizational Structure,

Agglomeration Economies and Productivity Change :
A Firm-Level Analysis

Pierre Mohnen (MERIT)

Research, Innovation and Productivity: A New Look

Yifei Sun (California State University Northridge)

Technological Innovation and Industrial Labour
Productivity in China, 85-98

Beth Webster (IPRIA, The University of Melbourne)

Modelling the Innovation Pathways of Australian
Companies, 1989-2002

16:15 : Closing Ceremony

Bruno van Pottelsberghe

&

Arnoud De Meyer

16:30 : End of the Conference