

R&D MANAGEMENT CONFERENCE 2014

June 3rd-6th: Conference Programme



TUESDAY, JUNE 3 – EVENING

18:00-22:00

Welcome Reception and Registration Venue

The evening reception is an opportunity to start discussions, meet colleagues and also to gain insights into the laboratories located at the ZVE, including the Immersive Engineering Lab, the Light Fusion Lab and the 3D Interaction Lab – and attend the opening keynote given by Dr. Ulf Pillkahn.

18:15-19:00 Parallel Laboratory Visits

19:00-19:30 **Opening Keynote:
The R&D Masterplan**
Dr. Ulf Pillkahn, Siemens AG

19:45-20:30 Parallel Laboratory Visits

Venue:

Fraunhofer IAO
Center for Virtual Engineering
Nobelstrasse 12
70569 Stuttgart-Vaihingen

 Universität



WEDNESDAY, JUNE 4 – MORNING

08:00-09:00

Registration and Coffee (Lobby)

Room MARITIM

09:00-09:20

Welcome to the R&D Management Conference 2014

Prof. Wilhelm Bauer, Fraunhofer IAO and IAT University of Stuttgart

09:20-09:30

RADMA – Helping R&D management to stay relevant and distinctive

Dr. Jeremy Klein, RADMA

09:30-10:00

Successful Co-Innovation with Academic Partners

Prof. Michael Rosemann, Queensland University of Technology

10:00-10:30

Coffee Break (Lobby)

Venue:

Maritim Hotel Stuttgart
Seidenstrasse 34
70174 Stuttgart

 Berliner Platz



WEDNESDAY, JUNE 4 – MORNING

10:30-12:30

Parallel Sessions

<i>Room Maritim</i>	<i>Room Hamburg</i>	<i>Room Bonn</i>	<i>Room Köln</i>	<i>Room Mannheim</i>	<i>Room Ulm</i>	<i>Room Darmstadt</i>
	Business Model Development Prof. Ellen Enkel	Managing New Service Development Walter Ganz Thomas Meiren	R&D Management in Emerging Economies Mehmet Kürümlüoğlu, Prof. Christian Berggren	Open Strategy Prof. Sabine Brunswicker	Strategic R&D and Technology Management Manuel Kern	Patents and IP in R&D Management Truong Le
	<i>Industry Speech:</i> Otto Gies <i>Airbus Group</i>	<i>Industry Speech:</i> Michael Steinbauer <i>Siemens AG</i>	<i>Industry Speech:</i> Melda Polat <i>Arçelik S.A.</i>	<i>Joon Mo Ahn:</i> Longitudinal Effects of Open R&D Strategy on Firm Performance: Comparative Study of the UK and Korea	<i>Thomas Lager:</i> Application Development in the Process Industries	<i>Pierre Wolfram:</i> Intellectual Property Strategies of Multinational Companies Patenting in China
	<i>Tobias Weiblen:</i> Achieving Business Model Innovation in Large Corporations: Process Insights from the Chemical Industry	<i>Frank Tietze:</i> Organizational Design for Service Innovation Development	<i>Paraskeva Wlazlak:</i> Bridging Geographically Distant R&D and Manufacturing	<i>Kaja Rangus:</i> Proclivity for Open Innovation: Different Paths to Innovation Success	<i>Flavia Leung:</i> Measuring Performance of Public Research and Technology Organizations: Drivers and Challenges, Today and in the Future	<i>Seyed Kamran Bagheri:</i> Platform Leaders to Provide Patent Shelter
	<i>Karoline Bader:</i> How to foster service-based business modelling in product-centric firms?	<i>Ahmed Mashhour:</i> Characterizing the Acquisition of Complex Systems – the Case of the Mission Critical Communications Industry	<i>Gozde Kara:</i> Application of Technology Roadmapping and Acquisition in Aerospace Industry	<i>Andrea Piccaluga:</i> Users' Influence in Technology Transfer Processes. The case of ENEA	<i>Erdem Gelec:</i> Future Trends and Key Challenges in R&D Management – Results of an Empirical Study within Industrial R&D in Germany	<i>Marina Zhang:</i> An Integrated Patent Indicator System for Patent Portfolios: Evidence from the Telecommunication Manufacturing Industry
	<i>Andrea Paraboschi:</i> Innovation in Sports: Towards New Paradigms for R&D	<i>Albrecht Fritzsche:</i> Systematic Service Development: Exploring the Role of the Setting	<i>Rajnish Tiwari:</i> Frugal Innovation and Analogies: Some Propositions on Product Development in Emerging Economies	<i>Stuart MacKinven:</i> Open Innovation Management Through Strategic Implementation	<i>Akio Nagahira:</i> Comparative Study on FFE Activities between Japanese and Korean NPD Project Success	<i>Anna Hoi Yan Fong:</i> Frenemies Through Complements
	<i>Sebastian Heil:</i> How to Thrive in a Cross-Industry Landscape: a Network and Dynamic Capability Perspective on Service-Oriented Business Model Innovation	<i>Antonie J. Jetter:</i> Making Sense of Ethnographic User Studies on Personal Health Information Management - an Application of Fuzzy Cognitive Mapping	<i>Melda Polat:</i> Technology Radar Process Implementation as a Part of Technology Planning	<i>Benedict C. Doepfer:</i> Open Entrepreneurial Strategy – Patterns of Co-Creative Technology Entrepreneurship in the Automotive Industry	<i>Bernard Buisson:</i> The Internationalization of R&D Operations by Large Companies: a Driver of Innovation Performance?	<i>Teh-Yuan Chang:</i> The Management of University Patenting from University Professors' Perspective – an Exploratory Study
	<i>Isabella Grahl:</i> Spotlighting Innovative Business Model Development		<i>Berkun Culha:</i> Challenges for R&D Managers on the Path to Commercialisation: a Comparative Study Between Turkish and German Automotive Sectors	<i>Jason Li-Ying:</i> 'Closed Open Innovation' or 'Openly Closed Innovation' – Which Way is for World-First Innovations?	<i>Matthias R. Guertler:</i> Open Innovation: Industrial Application and Demands – a Qualitative Study	

12:30-13:30

Working Lunch (Lobby)

WEDNESDAY, JUNE 4 – AFTERNOON

13:30-14:30

Parallel Sessions

Room Maritim	Room Hamburg	Room Bonn	Room Köln	Room Mannheim	Room Ulm	Room Darmstadt
	Innovative R&D Organisation Prof. Gordon Müller-Seitz	Advanced Virtual Engineering Dr. Manfred Dangelmaier, Joachim Lentes	Collaborative Trend Management Prof. Michael Durst	Business Model Development Prof. Ellen Enkel Karoline Bader	Patents and IP in R&D Management Truong Le	R&D Management across Cultures Anton Kriz Stephan Schüle
	<i>Industry Speech:</i> Dr. Daniel Heubach Alfred Kärcher GmbH & Co. KG	<i>Industry Speech:</i> Dr. Wolfram-Michael Remlinger Audi AG	<i>Industry Speech:</i> Christian Beuther Continental AG	<i>Bastian Halecker:</i> Failed Business Model Innovation – a Theoretical and Practical Illumination on a Feared Phenomenon	<i>David Elvers:</i> R&D Cooperation and Firm Performance – an Empirical Investigation Based on the Patent Co-Ownership	<i>Mark Bazzacco:</i> Managing and Assessing Investments in Publicly Funded Research: Observations and Lessons from Australia's Largest Publicly Funded Research Agency
	<i>Andreas Winkelbach:</i> Complex Technological Knowledge and Value Creation in Science-to-Industry Technology Transfer Projects: the Moderating Effect of Absorptive Capacity	<i>Luc Emile Brunet:</i> A Big Data and Darwinian Approach of Scientific Creativity	<i>Regina Gattringer:</i> Open Foresight Process for Identifying Innovation Opportunities	<i>Tobias Weiblen:</i> Business Models for Frugal Innovation: the Tole of Resource-Constraints	<i>Anna Fong:</i> Managing Patent Disputes with Patent Portfolios: Lessons from Cloud Computing	<i>Hyunwook Hwangbo:</i> Understanding of Large Far Eastern Organizational Cultures in Approaches to New Product Development Process: Designing Versus Controlling
	<i>Marc Marheineke:</i> Standing in Misunderstanding: Analyzing Boundary Objects' Effectiveness in Innovation Communities	<i>Gozde Kara:</i> Using Artificial Classification Technique to Select Technology Acquisition Method	<i>Raffaella Manzini:</i> A Model for Technology and Business Scanning: a Framework Based Upon Patent Analysis	<i>Dimitris Assimakopoulos:</i> Collaborative Business Model Innovation: Genesis and Prototyping in an Aerospace Setting	<i>Truong Le:</i> A Situational Approach to Conduct a Risk Assessment of Know-How Drainage with Regard to Organizational Complexity	<i>Stephan Schüle:</i> Measuring Sustainability and Innovation in Australian SMEs

14:30-15:00

Coffee Break (Lobby)

15:00-16:00

Interactive Workshops and Discussion

Room Maritim	Room Hamburg	Room Bonn	Room Köln	Room Mannheim	Room Ulm	Room Darmstadt
Open Design and Knowledge Sharing as Innovation Strategy Prof. Patricia Wolf Prof. Peter Troxler	Meet the Editors - Tips and Tricks to publish in the R&D Management Journal and others Prof. Ellen Enkel Jeff Butler	Integrating Design Thinking into a Technology Push Innovation Process Mark Zeh	The Future of Technology Roadmapping Dr. Rob Phaal Steve Rogers			

WEDNESDAY, JUNE 4 – AFTERNOON

16:00-18:00 **Parallel Sessions**

<i>Room Maritim</i>	<i>Room Hamburg</i>	<i>Room Bonn</i>	<i>Room Köln</i>	<i>Room Mannheim</i>	<i>Room Ulm</i>	<i>Room Darmstadt</i>
	Open Strategy <i>Prof. Sabine Brunswicker, Giordano Koch</i>	R&D Management across Cultures <i>Anton Kriz, Stephan Schüle</i>	Innovative R&D Organisation <i>Prof. Gordon Müller-Seitz</i>	R&D Organisation and Efficiency <i>Michael Schubert</i>	Advanced Virtual Engineering <i>Joachim Lentes</i>	R&D Management in Emerging Economies <i>Mehmet Kürümlüoğlu, Prof. Christian Berggren</i>
	<i>Industry Speech: Giordano Koch, Hyve AG</i>	<i>Industry Speech: Marcus Madelung, Telstra Global</i>	<i>Sebastian Fischer: Towards a Spin-Along Strategy: Mastering Organisation Adaptation Through an merging Concept of Corporate Entrepreneurship Theory</i>	<i>Andrea Hanebuth: Global Mindset in International Virtual Research Teams: Insights into Two Cases</i>	<i>Sven-Volker Rehm: IT Systems for Connecting the Resource Base in Innovation Networks: Findings from three Case Studies</i>	<i>Wan-Ling Huang: Have University Scientists Shifted Their Interest in Basic Science Under the Context of Academic Enterprise?</i>
	<i>Bright Nketia: Open Strategy in R&D Management</i>	<i>Alexandra Kriz: Innovation and Internationalisation Capability Development Among Public Spinout Firms: Insights from Australia</i>	<i>Gareth Loudon: A New Model for Supporting Creativity in Research Organisations</i>	<i>Kai Hämminen: Decisions Made in Setting up Rapid Product Development Projects in SMEs</i>	<i>Ricardo Eito-Brun: Integrating Innovation Processes in Software VSE (Very Small Companies). A Combined Process Framework</i>	<i>Alejandro Germán Frank: Innovation Perspectives: a Longitudinal Large Scale Survey in Brazilian Industrial Sectors</i>
	<i>Jens Lehnen: How is the Lead User Approach Implemented in Practice?</i>	<i>Jill Engel-Cox: Planning and Implementation of New National R&D Organizations</i>	<i>Michael Kolloch: Implementation of Green Innovations – the Impact of Stakeholders</i>	<i>Xiuqin Li: International Comparative Analysis on R&D Services Firms in Top R&D Spending Countries</i>	<i>Manfred Dangelmaier: Accessibility Engineering – Simulation and User Experience Tools for Designing Products for All</i>	<i>Christian Berggren: International R&D Collaboration in High Tech – the Challenges of Jet Fighter Development Partnerships in Emerging Economies</i>
	<i>Alberto Di Minin: Born open? A look at Open Innovation from the Perspective of HTSFs</i>	<i>Anton Kriz: Innovation Management: Why Deep Knowledge of Regional Cultures and Institutions Matter</i>	<i>Anushree Priyadarshini: Adopting an Open Innovation Paradigm: Managerial Perceptions and the Innovation Value Chain</i>	<i>Anna Sacio-Szymanska: Complex Technology Assessment System of Innovative Technological Solutions</i>	<i>Ludvig Lindlöf: The »Documentation Paradox« – on Knowledge Reuse through Document Repositories in R&D Organisations</i>	<i>Simon Byung Jin Lee: Governance Analysis on Green Technology Development in Korean NIS (National Innovation System) – Traditional R&D vs. Emergent Means in National R&D Programme</i>
	<i>Moritz Goeldner: Are Patients a Valuable Source of Innovation for R&D of Medical Devices? The Case of Medical Smartphone Applications</i>		<i>Heiko Matheis: Methods and Tools for Managing Diversity in Smart SME Networks in Collaborative R&D Projects</i>	<i>Juan Andrei Villarroel: Open Public Health Policy Making: Collective Intelligence in Health Care Priorities Setting</i>		
	<i>Melissa Lee: Identifying Business Models of Applications Developed Using Civic Open Data</i>		<i>Olga Kokshagina: Supporting or Killing the Technological Platform Design? Towards New Contingent Criteria for Strategies Selection</i>			

WEDNESDAY, JUNE 4 – EVENING

18:00-19:00 **Check-In and Transfer to the Mercedes-Benz Museum**

U Berliner Platz to S Neckarpark (Mercedes-Benz)

19:00-22:00 **Reception at the Mercedes-Benz Museum**

The Mercedes-Benz Museum documents in a single timeline over 125 years of automobile history. It is able to show the continuous results of world-class R&D, providing the perfect framework for the evening reception.

19:30-19:50 **Evening Keynote:
Challenges of an International R&D at a Car Manufacturer**
Prof. Herbert Kohler, Daimler AG

Venue

Mercedes-Benz Museum
Mercedesstrasse 100
70372 Stuttgart

S Neckarpark (Mercedes-Benz)



THURSDAY, JUNE 5 – MORNING

08:30-09:00 **Welcome Coffee (Lobby)**

09:00-10:00 **Parallel Sessions**

Venue:

Maritim Hotel Stuttgart

Room Maritim	Room Hamburg	Room Bonn	Room Köln	Room Mannheim	Room Ulm	Room Darmstadt
	The Human Side of R&D <i>Liza Wohlfart</i>	Future R&D Workspaces <i>Stefan Rief</i> <i>Jörg Castor</i>	Innovative R&D Organisation <i>Stephan Schüle</i>	Collaborative Trend Management <i>Prof. Michael Durst</i>	Strategic R&D and Technology Management <i>Prof. Frank Wagner</i>	Business Model Development <i>Prof. Ellen Enkel</i> <i>Sebastian Heil</i>
	<i>Industry Speech:</i> Andrea Tietz Carl Zeiss AG	<i>Industry Speech:</i> Peter Guse Robert Bosch GmbH	<i>Katja Hutter:</i> Open vs. Closed Innovation – Or should organizations implement both?	<i>Ricardo Eito-Brun:</i> Innovation Mapping and Research Front Identification: Tools to assess R&D Trends and Opportunities	<i>Daemyeong Cho:</i> A Study on Estimating Technology Contribution Degree for Technology Valuation	<i>Elena Casprini:</i> Start-Ups Survival: Do Business Models Matter?
	<i>John Wren Medcof:</i> Technology Management Needs a Leadership Pipeline	<i>Anita Fuzi:</i> New In-House Organizational Spaces that Support Creativity and Innovation: the Co-Working Space	<i>Manuel Kern:</i> Technology Driven Industry Models – Towards Organised Chaos in Engineering	<i>Daniel Bageac:</i> Organizational Aspects of Open Innovation	<i>Nina Möllers:</i> Leveraging Technological Competences: How Existing Technologies Can Serve As Trajectories Into New Markets	<i>Sebastian Knab:</i> Why Intended Business Model Innovation Fails to Deliver: Insights from a Longitudinal Study in the German Smart Energy Market
	<i>G. Steve McMillan:</i> The Human (and Corporate) Side of Openness	<i>Invitational Speech:</i> <i>Mark Zeh:</i> Enhancing Work and Life with Space Design	<i>Patrick Olivan:</i> Challenges in the Organisational Implementation of Technology Management in Companies	<i>Ralf Isenmann:</i> Modularity for Comprehensive Roadmapping of Technologies, Applications and Societal Evolution: Methodology, Insights and Implications	<i>Peter Teirlinck:</i> Financial Slack: Effects on Creativity and Buffering of Research Activities in YICs During Economic Recession	<i>Wan-Chen Chen:</i> A Case Study Exploring Open Business Model of Global Unichip Corp.

10:00-10:30 **Coffee Break (Lobby)**

THURSDAY, JUNE 5 – MORNING

10:30-11:50

Parallel Sessions

Room Maritim	Room Hamburg	Room Bonn	Room Köln	Room Mannheim	Room Ulm	Room Darmstadt
	Sustainability and R&D Management Prof. Mario Schmidt	Open Strategy Prof. Sabine Brunswicker Prof. Johann Füller	Innovative R&D Organisation Stephan Schüle	Strategic R&D and Technology Management Manuel Kern	The Human Side of R&D Jürgen Wilke	R&D Organisation and Efficiency Michael Schubert
	<i>Industry Speech:</i> Dr. Claus Lang-Koetz EISENMANN AG	<i>Erwin Hettich:</i> Open Strategy as a Dispersed Process: a Study in the Field of Electric Mobility	<i>David Kremer:</i> Guiding Innovators to Full Performance: How Key Innovators in Hightech Companies Can Be Supported Systematically in Complex Innovation Processes	<i>Nathalie Sick:</i> Future Trends in R&D on Battery Technologies for Electric Mobility – Evidence From Evolutionary Patterns	<i>Yi-Chang Lee:</i> Inside Designer's Head: How Design Solutions are Evolved in Real World Situations	<i>Phillip Cartwright:</i> Rewards and Functionality: Techno-Supply-Push and User-Demand-Pull R&D and Innovation
	<i>Shigeki Nitta:</i> A Study on Product Lifecycle Management (PLM) to Create a Sustainable Society	<i>Gillian Barrett:</i> Contextual Factors Impacting on the Adoption of Open Innovation: the Case of Three Irish born Global Firms	<i>Annelies Geerts:</i> Does Spatial Ambidexterity Pay Off? A Firm-level Investigation of Technological Performance	<i>Alexander Tkotz:</i> The Intellectual Structure of Innovation Management Control: A Bibliometric Review on its Emergence and Evolution as an Academic Field	<i>Nirmalya Bagchi:</i> Performance Management Systems in Major R&D Organizations in India: Rationale, Acceptance and Effectiveness	<i>Pierre Wolfram:</i> Internal Markets for Innovation – Case Study Results of Blockades at Affiliates' Level in Developed Markets
	<i>Birte Golembiewski:</i> Linking Environmental Management Strategies, Environmental Innovation and Performance: Evidence from the Chemical Sector	<i>Albert Armisen:</i> An Ecological Approach to Understanding How Diversity affects Collaborative Innovation during Open Strategy Development	<i>Peter Rueck:</i> Leveraging External Innovation Impulses: Conceptual Model for a Systematic and Efficient Exploitation from a Company Perspective	<i>Francesca Michelino:</i> Open Innovation Modes and Financial Performances in the Bio-Pharmaceutical Industry	<i>Liza Wohlfart:</i> Maintaining R&D Excellence Despite Demographic Changes: the Power of Expert Career Paths	<i>Matthias de Visser:</i> Gone with the Wind? A Longitudinal Study of Explorative Innovation in a Growing Wind Turbine Blade Technology Company
	<i>Martin Dolinsky:</i> University Assistance for SMEs in CSR Policy Creation	<i>Scott Hutcheson:</i> Effective Strategy Making in Local and Regional Development	<i>Wolfgang Burr:</i> Innovation Strategies of Pharmaceutical Firms - an Exploratory Case Analysis	<i>Antonie J. Jetter:</i> Analysing Cognitive Differences between Product Developers and Customers: An Exploration with Fuzzy Cognitive Maps	<i>Julia Duwe:</i> The Role of Internal Communication in New Product Development: Promoting Product Innovation in Times of Change	<i>Henrik Gommel:</i> Approach to Create Transparency on the Efficiency of R&D Processes by Applying Value Stream Mapping

11:50-13:00

Business Lunch and Registration of Industrial Delegates (Lobby)

THURSDAY, JUNE 5 - AFTERNOON

Room Maritim

Venue:

Maritim Hotel Stuttgart

- 13:00-13:15 **Welcome**
Prof. Anette Weisbecker, Fraunhofer IAO/IAT (University of Stuttgart)
- 13:15-13:45 **From Bionic Future Concepts to Market Driven Technology Development**
Prof. Peter Post, Festo AG
- 13:45-14:15 **Industrial R&D: The Last Frontier of Globalisation**
Prof. Mitchell M. Tseng, Hong Kong University of Science and Technology
- 14:15-14:45 **Innovation 2.0 – Ideas through Social Software**
Peter Guse, Robert Bosch GmbH
- 14:45-15:15 **Coffee Break (Lobby)**
- 15:15-15:45 **The Crowd as Innovation Partner**
Prof. Karim R. Lakhani, Harvard Business School
- 15:45-16:15 **Balancing Exploration and Exploitation**
Dr. Andreas Bong, Hilti AG
- 16:15-16:45 **MP3 and Follow-Up Technologies:
Interlinking R&D and Patents with a successful Market Launch**
Dr. Bernhard Grill, Fraunhofer Institute for Integrated Circuits
- 16:45-17:45 **Elevator Pitch – Best Paper Award of the R&D Management Conference 2014**
- 17:45-18:00 **Roundup and Closing**
- 18:00-19:00 **Come Together & Networking (Lobby)**

THURSDAY, JUNE 5 – EVENING

19:00-22:00

Conference Dinner in the “Alte Reithalle”

The “Alte Reithalle” provides a great ambience for the conference dinner of the R&D Management Conference 2014 through its open space and a steel architecture designed in former centuries. The architectural aspect will be enriched by a special programme planned for the conference dinner.

Somewhere in between...

Acknowledgement to Prof. Jeremy Howells, Former Chief Editor of the R&D Management Journal

Announcement of the Best Paper Award Winners

Venue:

Alte Reithalle
Martim Hotel Stuttgart
Seidenstrasse 34
70174 Stuttgart



FRIDAY, JUNE 6 – MORNING

9:00-9:30

Welcome Coffee

9:30-12:00

Parallel Laboratory Visits:

Digital Engineering Lab, Urban Living Lab, Center for Virtual Engineering – ZVE

9:30-10:30 Laboratory visits

10:30-11:00 Coffee & networking

11:00-12:00 Laboratory visits

PhD Sessions:

9:30-10:15 Scientific writing and paper crafting, Prof. Gordon Müller-Seitz

10:15-10:45 Coffee & networking

10:45-12:00 Parallel phd-sessions

12:00-13:00

Working Lunch and End of the Conference

Venue:

Fraunhofer IAO
Center for Virtual Engineering
Nobelstrasse 12
70569 Stuttgart-Vaihingen

 Universität

