



ISIS Interactions between
Science, Innovation
and Society



Intellectual Capital for
Communities
In the Knowledge Economy



Innovative Ecosystems, Joint intangibles and Territories

The World Conference on Intellectual Capital for Communities

11th Edition

Organised by
The European Chair on Intellectual Capital, the University Paris-Sud

May 28/29

With a Regional Focus :

CHINA

Draft programme – V5



Venue : Faculté Jean Monnet
54 Boulevard Desgranges
92330 Sceaux

PRESENTATION

The central theme of the 11th Edition of the World Intellectual Capital (IC) Conference is **“Innovative Ecosystems, Joint Intangibles and Territories”**. The selection of this topic highlights the importance of meso frameworks and concepts in analyzing and possibly designing adapted decision processes and outcomes, whether they are public or private. Research – and actions- on intangibles (human capital, knowledge assets, brands, trust, relational capital...) has mainly focused on firms and inter-firm interactions, regional and territorial and more generally ecosystems aspects being considered and only in few cases as elements of context. But the territorial dimension of socio-economic performance re-emerged recently as a major issue for research and action, especially due to the intangibility dimension (Clusters, Smart cities, smart regions, ...). The emergence of intangibles as key resources, but also as strong part of value creation ecosystems challenges the modalities of developing economic activities. Moreover, the ubiquity of digitality questions the spatio-temporal conditions of production. The question of territorial intangible assets is now on the agenda of policy makers, especially with regards to their conditions of creation, their fixity versus mobility and their polarisation.

In the knowledge economy, territories - as "natural communities" - are generally considered as important structures for sustainable development. Economic activity is bounded by geographical constraints. In a geographical territory, intangibles are essential ingredients to the development of local socio-economic conditions. Cultural or local conditions may play a fundamental role. The discussion here has to be extended to the broad concept of ecosystem of innovation. This is typically the case when it comes to the question of clusters building and management. It is generally considered that building such an ecosystem necessitates the articulation of different layers, including ad hoc organisational processes and assets, as resources and facilitators of innovation, adoption and execution. For public policy, understanding the dynamics of ecosystems of innovation is an important step in designing ad hoc tools for resources allocation and management.

At the *operational level*, territories seek to forge a differentiating identity by emphasising their strengths, relying on advanced activities, art crafts, traditions ... The brand image is thus a prime intangible asset. Territories compete to attract high value-added activities, source of jobs and economic growth. They mobilise their resources to increase their attractiveness by investing in cultural and academic fields, environment and quality of life, access to education, sport, health.... Regional institutions provide individuals with the necessary resources, for example, education, communication infrastructure, financial institutions, and public policies on trade, industry and technology.

Institutionally, several recent initiatives have been taken, targeting specifically the formation and development of territorial intangible assets: clusters, development of valuation instruments for intangibles of universities (the Austrian Law on reporting intangibles by universities, the recent French programme on SATT...), development of cultural assets, development of smart regions/ smart cities programmes, development of benchmarking tools worldwide.

Delineating intangibles complementarities: the joint assets issue

According to the OECD report *New Sources of Growth: Knowledge-Based Capital* (2013), in most OECD countries intangibles account for 5–11% of GDP. The report further shows the high impact of intangibles on productivity growth. In parallel, several managerial theories underlined the importance of intangibles bundling and complementarities. But in spite of this, we are far from documenting how intangibles really work in practice, which means delineating both individual and joint contribution of assets. Such an exercise is delicate for technical reasons (endogeneity), but also and more importantly due to the instability of organisational forms, the reduction of the time-span

of activities and finally –due to the digitality, many forms of activities are now non monetisable but hardly needed for value creation.

These dimensions have to be considered, especially from the perspective of defining of a research policy agenda for the 21st century. Policy makers are searching for a better understanding on how public and private investment work together into practice, and what are the better conditions for maximising their bundling , e.g. complementarities. In the European context (the strategic 315 bns Euros investment plan by the new Commission), it is important to understand how pieces of investment work together.

The *IC for Communities* conference series have discussed some of these issues in their earlier editions. However, they are the focus of IC 11, which looks at them from different angles: geographical (Asia, Europe, North and South America, and Africa), institutional (large companies, large international institutions, small firms) and professional (scholars, policy and private sector decision-makers).

We propose a set of themes that we consider to be highly relevant for decision-making:

- ***Modelling and valuing intangibles of territories.*** The conference will address issues related to modelling and valuing intangibles of localised and non localised territories. It will address specific issues such as success vs failing factors of specific organizational forms –such as clusters- as well the interaction between public resources (such as scientific activities), cultural resources and private resources in the emerging forms of ecosystems of innovation.
- ***Intangibles of platforms and open innovation.*** Open innovation emerged as a major practice and managerial discourse over the last year. In this context there is a need to better document how joint intangibles are formed, what are the organisational forms and barriers, what are the incentive systems, especially taking into account the suppliers (SMEs, laboratories) point of view. The OI as practice will also be looked at, taking into account the emerging platformic forms of organising.
- ***IP Assets valuation and management.*** IP assets are the subject of several questionings from Executives and policy makers: how do they create value? What is their intrinsic nature (commodities vs embedded knowledge)? What is the impact of IPRs regime on employment and economic growth? What is the impact of IP infringements on originating economies? Should IPRs rules be adapted /relaxed taking into account the new forms of organizing and the digital transformation of economies and societies?
- ***Delineating Intangibles' complementarities.*** The key issues here are related to the determination of criteria of success, based on observable bundles of intangibles, the way public and private intangibles complement each other and the relative contingency factors ; This will help formulating policy recommendations on how to allocate and monitor public resources.
- ***Organisational forms for the future.*** This is a transversal issue. By looking at the organising, can we identify new types of relevant intangibles? What issues related to their monitoring and management? What new policy instruments are needed?

The IC 11 conference addresses these issues and outlines their policy implications. As with previous IC conferences, we start by reviewing ongoing country programmes related to intellectual capital.

This year, following the success of IC8 (South Korea) and IC9 (the Mediterranean), IC10 (Brazil) we focus on a major economy : **China**.

China is now a key world player in intangibles, especially in “hard intangibles”, (patents and brands). But with the rapid growth of the economy, the accumulation of tacit knowledge is also rapidly

growing, as it is the case for the knowledge in metropolitan regions and territories. It will be then interesting, for developed as well as for emerging countries, to learn about Chinese experience and hear some first-hand accounts on how China is monitoring its intangibles. Experts and scholars will also be invited to take a mid-term point of view, by considering the level of sustainability of such a process of accumulation.

As at former IC conferences, these questions are addressed at various levels: countries, regions, cities, firms and networks. Similarly, as before the conference alternates plenary sessions with keynote speeches and parallel workshops. This structure allows time for more detailed discussions on the various topics of interest to the different IC communities.

Day 1 – Thursday May 28, 2015	
8.15 – 8.45 am: Welcome Coffee, Registration	
8.50-9.00 am Welcome address , Professor Antoine Latreille, Dean , Faculty Jean Monnet	
<p>Session 1:</p> <p>THE INTANGIBLES' INTERNATIONAL POLICY AGENDA : AN UPDATE</p> <p>9.00 - 11.00</p> <ul style="list-style-type: none"> • “The OECD agenda on knowledge-Based capital, Phase II”, Jeremy West & Christian Reimsbach-Kounatze, Direction for Science, Technology and Industry, OECD • “The Japanese programme”, Yoshiaki Tojo, Program Advisor, New Energy & Industrial Technology Development Organization (NEDO), Director, Ministry of Economy, Trade and Industry (METI) • “The BNDES programme: an u-pdate”, Helena Tenorio Veiga de Almeida, BNDES • “The Finnish programme”, Jari Hyvärinen, Advisor, Tekes • "Securing livelihoods for all: Towards multispatial innovation policy", Jean-Eric Aubert, consultant, and Martin Wermelinger, OECD Development Centre 	
Cafe Break - Networking	
11.00 – 11.30	
<p>Session 2:</p> <p>THE KNOWLEDGE-BASED ECONOMY IN CHINA</p> <ul style="list-style-type: none"> • “Intangible investment in China : a long term perspective” , Janet HAO, The Conference Board, China Center for Economics and Business, Beijing • “Industrial innovation alliance of China ”, Liang YU, Chinese Ministry of science and technology • “New progress and trends of Chinese Science and Technology. Innovation Policies • Ding MinLei, Chinese Academy of Science and Technology for Development • “co-working space and innovation in China”, Feng Zhen, Nanjing University <p>11.30-13.15</p>	
Lunch : 13.15 – 14.15	

<p style="text-align: center;">Session 3:</p> <p style="text-align: center;">VALUING IPRs</p> <p style="text-align: center;">Moderator: Frédéric Caillaud, Director of Innovation, INPI</p> <ul style="list-style-type: none"> • “From science to innovation: the experience of France Brevets”, Pascal Asselot , Director Licensing & Development , France Brevets • “ Valuing the quality of patents”, Hélène Dernis , OECD • “ Evaluation of IPRs infringements , Piotr Stryszowski, OECD • “IPRs, Trade secrets and innovation”, Douglas Lippoldt, Senior Trade Economist, HSBC • “IPRs and value creation, using CIS data”, Liang Guo-Fitoussi, Ahmed Bounfour, University Paris Sud <p style="text-align: center;">14.15-15.45</p>	
<p style="text-align: center;">15.45.16.00</p> <p style="text-align: center;">Coffee-Break, Networking</p>	
<p style="text-align: center;">Session 4</p> <p style="text-align: center;">16.00-18.00</p> <p style="text-align: center;">ACCOUNTING, REPORTING, VALUING INTELLECTUAL CAPITAL :</p> <ul style="list-style-type: none"> • “WICI initiative: an update” , Yasuhito Hanado, Waseda University • Reporting on intangibles and managerial accounting, Inge Wulf, Clausthal TU, Pierreluigi Catalfo, University of Catania • “Market for information’ Problems in knowledge in the community of finance and information”, by John Holland (University of Glasgow) • “Valuing digital firms and networks”, Thomas J . Housel, Naval Postgraduate School, Monterey (on-line) 	<p style="text-align: center;">Session 5</p> <p style="text-align: center;">16.00-18.00</p> <p style="text-align: center;">Intellectual capital as a practice</p> <ul style="list-style-type: none"> • Intellectual capital of USA: The employment Side, Kenan Jarboe , President, Athena Alliance (on-line) • “Intellectual capital as a practice: lessons from USA”, Mary Adams, I-Capital Advisors (on-line) • Intellectual capital and integrated reporting, Japanese perspective , Yoshiko Shibasaka, KPMG Japan • Intellectual capital reporting relevance”, John Dumay, Macquarie University in Sydney
<p style="text-align: center;">Session 6</p> <p style="text-align: center;">KEY NOTE SPEECH:</p> <p style="text-align: center;">18.00-18.45</p> <p style="text-align: center;">Michael Storper, “On cities as knowledge territories”, SC Po Paris & LSE (<u>on-line</u>)</p>	
<p style="text-align: center;">18.45-20.00 : Cocktail buffet</p>	

Day 2 - Friday May 29, 2015

Session 7

INTANGIBLES OF TERRITORIES

9.00-11.00

- “Intellectual capital of regions: Reg-IC modelling, **Ahmed Bounfour**, **Imene Trabelsi**, University Paris-Sud, **Andrés Barrenche**, OECD
- “Family-firms succession in regions: the role of institutions”, **Johannes Glueckler**, University of Heidelberg
- “Measuring Intellectual capital at the county level in Poland”, **Jan Fazlagic**, Poznan University of Economics
- "From outsourcing to open-sourcing, the open innovation paradigm in the Shenzhen region", **Clément Renaud**, Télécom ParisTech
- “Catching up and regional strategies for innovation”, **Dimitri Corpakis**, DG Research & Innovation

Cafe Break - Networking

11.00 - 11.30

Session 8

INNOVATIVE ECOSYSTEMS, OPEN INNOVATION

11.30 – 13.00

- “Open-innovation success: The mediating role of a firm's organizational and social context”, **Valentina Lazzarotti**, Università Cattaneo
- “The effect of IC on different types of innovation from the perspective of different territories/innovation ecosystems”, **Sladjana Carilo**, University of Educons, **Aino Kianto**, Lappeenranta University
- “Design elements for knowledge markets”, **Francisco Javier Carrillo**, World Capital Institute, Monterrey
- “Open Innovation and SMEs: the suppliers point of view”, **Elisa Salvador**, University Paris Sud & Ecole Polytechnique, **Ahmed Bounfour**, University Paris-Sud, **Sihem Jouini**, HEC

Lunch Break

13.00 – 14.15

Session 9

14.15 – 15.45

INTANGIBLES COMPLEMENTARITIES

- “ICT and Intangible Capital: Complementary Relations and Industry Productivity Growth” **Carol Corrado**, **Jonhattan Haskel**, **Cecilia Jona-Lasinio** (Luiss)
- “Host Country Intellectual Capital, Inter-country Distances and International Market Selection”, **Chao-Ching Chang** & **Carol Y.Y. Lin**, National Chengchi University
- “Valuing intellectual capital of Nordic countries”, **Pirjo Stahle**, Aalto University
- “Intangibles complementarities in ICT sector”, **Ilaria Solito**, **Grazia Cecere**, University Paris Sud

Cafe Break - Networking

15.45 – 16.00

<p style="text-align: center;">SESSION 10</p> <p style="text-align: center;">THE FUTURE..... AS AN ASSET</p> <p style="text-align: center;">16.00-17.30</p> <ul style="list-style-type: none"> • “The future of digital society” ,Francesca Bria, NESTA • “Designing the future of innovation ecosystems”, Markku Markkula, Committee of Regions, Noburo Konno, Knowledge Innovation , Hank Kune, Educore • « Nations’ wealth creation potential in the knowledge economy context”, Jose Maria Viedma Marti, Polytechnic University of Catalonia • “The 2020 enterprise and beyond : from Lean to acceluction” , Ahmed Bounfour, University Paris-Sud 	<p style="text-align: center;">SESSION 11</p> <p style="text-align: center;">“CREATIVE SPACES, CREATIVE APPROACHES</p> <p style="text-align: center;">16.00-17.30</p> <ul style="list-style-type: none"> • “Flowknow - Vision and Value from Creative Capital”, Anja Puntari • “Urban Creative Constellation: future insights”, Raphael Bidault-Waddington, Laboratoire d’Ingénierie d’ Idées (LIID) • “Ecosytems of innovation : criteria of modelling” , Susanne Durst, School of Business, University of Skövde • “Valuing cultural know-how and other intangibles”, Julien Anfruns, Conseil d’Etat
<p>17. 30. Conclusion, End of the conference</p>	

Contacts:

Scientific Coordination:

Ahmed Bounfour, Professor, European Chair on Intellectual Capital,
Ahmed.Bounfour@u-psud.fr

Logistics: Marielle Rosine : Sonia.suihli@u-psud.fr

Venue :

Faculté Jean Monnet,
54 Boulevard Desgranges
92330 Sceaux

www.chaironintellectualcapital.u-psud.fr

Inscription / Registration:

http://www.jm.u-psud.fr/fr/la_recherche/manifestations-scientifiques/world-conference-on-intellectual-capital-in-the-knowledge-economy.html