

Presentation Schedule

The First International Conference Workshop on Business, Technology and Competitive Intelligence.
The 5th on Science to Business Marketing
October 25-26, 2005 Nihon University, Tokyo, Japan

Tuesday October 25, 2005

8:30 –		Registration – Lobby				
Main Hall						
9:00 – 9:30	30 min.	<p>Welcome Speech President of Nihon University, Japan</p> <p>Thomas Schroder Counsellor, Science, Technology and Environment Embassy of the Federal Republic of Germany, Tokyo</p> <p>Program Organizer Yoshio Sugasawa Graduate School of Business, Nihon University, Japan</p>				
9:30 – 10:00	30 min.	<p>Opening Remarks Kenzo Fujisue * Member of the House of Councilors, Japan</p>				
Main Hall – Competitive Intelligence						
10:00 – 10:40	40 min.	C-Oa	<p>Science and Technology Intelligence <i>Plenary Session</i> – John E. Prescott * Joseph M. Katz Graduate School of Business, University of Pittsburgh, USA</p>			
Time	min.	Paper ID	Paper Title	<i>Session Chair (C1-C4): Yoshio Sugasawa</i>	Name	Country
10:40 – 11:00	20 min.	C-1	Vital Intelligence Protection: Some Guidelines from Records Management Theory		Diego Navarro Bonilla *: Library and Information Science Department, University Carlos III of Madrid Miguel Ángel Esteban Navarro : Sciences of Documentation Department, University of Zaragoza	Spain
11:00 – 11:20	20 min.	C-2	Challenges of Doing CI in China		Gary Lim*: Gary Lim Consultancy	Singapore
11:20 – 11:40	20 min.	C-3	Divergent Caribbean & African Telecommunications Regulatory Experiences under Monopoly Conditions (1993-2005)		Terrence Wendell Brathwaite *: Coventry Business School, Coventry University	United Kingdom
11:40 – 12:20	40 min.	C-Ob	<p>Assessing the Techniques Used by Enterprises for Analyzing Innovation, Science and Technology (IS&T): Are they Up to the Task?" Craig S. Fleisher * Odette School of Business, University of Windsor, Canada</p>			
12:20 – 1:10	50 min.	Lunch				

* : speakers

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Time	min.	Paper ID	Paper Title	Name	Country
Competitive Technical Intelligence in Action Ted Fujisawa * Ji2 Inc., U.S.A.					
1:10 – 1:50	40 min.	C–Oc			
			<i>Session Chair (C5 – C8): Li Ke</i>		
1:50 – 2:10	20 min.	C–4	Competitive Intelligence (C) in Brazilian Educational and Research Institutions	Jano Moreira de Souza , Jonice Oliveira , Viviane Kawamura * and Rafael De Martino : Graduate School of Engineering (COPPE) and Mathematics Institute of the Federal University of Rio de Janeiro (UFRJ)	Brazil
2:10 – 2:30	20 min.	C–5	The Future of Co–creative Innovation: Toward New Value Creation in the Experience Environment	Takanari Fukuta * : Bunri University of Hospitality. Noboru Sugino : Graduate School of Business, Nihon University.	Japan
2:30 – 2:50	20 min.	C–6	A Research Study: Using Data Mining in Knowledge Base Business Strategies	N.Girija* : ICFAI Business School, Chennai. (IBS)	India
2:50 – 3:10	20 min.	C–7	Business Intelligence for Strategic Management in a Technology –Oriented Company	Maria Fyrstén * and Virpi Pirttimäki : Tampere University of Technology, Institute of Business Information Management	Finland
3:10 – 3:30	20 min.	C–8	A Study of Japanese Package Software Industry’s Trend and Disparities of Company Performance Arising from Development Organization Structures	Yuko Ejiri* : Graduate School of Business, Nihon University	Japan
3:30 – 3:40	10 min.	Coffee Break			
			<i>Session Chair (C9 – C11): Akiyoshi Kokubu</i>		
3:40 – 4:00	20 min.	C–9	Business Intelligence and Innovation – from Comparative Aspects with Human Intelligence	Chie Sato* : Biztech Inc.	Japan
4:00 – 4:20	20 min.	C–10	Managing Innovation with a Customer Focus	Masaru Ishiokia * : Business Department, Ishinomaki Senshu University Kazuhiko Yasuda : Graduate School of Economics, Tohoku University	Japan
4:20 – 4:40	20 min.	C–11	Company Organisation – A Competitive Advantage for Attracting Partners	Stephanie C. Agius and Michael Gilbert : Australian Centre for Plant Functional Genomics Antonio G. Dottore * : Education Centre for Innovation and commercialisation at the University of Adelaide David Corkindale : University of South Australia	Australia
4:40 – 5:20	40 min.	C–Od	Use of Weblogs for Competitive Intelligence Greg Lloyd* Traction Software, Inc, U.S.A.		
6:00 – 8:00	120 min.	Welcome by Nihon University Dinner – Arcadia Ichigaya			

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Wednesday October 26, 2005

8:30 -		Registration - Lobby				
Main Hall						
Main Hall - Science Marketing Part						
9:00 - 9:40	40 min.	SM-Oa	Science-to-Business Marketing - A New Way of Successful Research Commercialisation by Getting Research Closer to Markets <i>Plenary Session - Thomas Baaken *</i> Science-to-Business Research Institute at the University of Applied Sciences, Münster, Germany			
Time	min.	Paper ID	Paper Title	<i>Session Chair (SM1 - SM4): Noboru Sugino</i>	Name	Country
9:40 - 10:00	20 min.	SM-1	Service-Related Science-to-Business Collaborations - Case Studies from Germany		Matthias Gouthier * : Catholic University Eichstaett-Ingolstadt Christoph Kleppel and Rembert Schulze-Wehninck : Roland Berger Strategy Consultants Achim Luhn : Siemens Business Services Anja Kremer : IBM Business Consulting Services	Germany
10:00 - 10:20	20 min.	SM-2	Possibility of Co-creation of New Value through Social Networking		Yoshiharu Okamoto * : Hosei Business School of Innovation Management Noboru Sugino : Graduate School of Business	Japan
10:20 - 10:40	20 min.	SM-3	Technology Marketing in Asian Culture		Mitsuo Sasaki * : Graduate School of Business Administration, College of Commerce, Nihon University	Japan
10:40 - 11:00	20 min.	SM-4	Technological Innovation - Customer Centered or Market Centered?		Hiroshi Suzuki * : GE Energy	Japan
11:00 - 11:40	40 min.	SM-Ob	International Research Customer Satisfaction Surveys (Germany and Australia) and Research Provider Surveys (Germany and Europe) - Some interesting Outcomes Friederike von Hagen *, Stefanie Gosejohann and Volker Hölscher Science-to-Business Research Institute at the University of Applied Sciences, Münster, Germany			
11:40 - 12:30	50 min.	Lunch				
12:30 - 1:10	40 min.	SM-Oc	Science Transfer and Partnering by the University of Applied Sciences in Münster, Germany Werner Funcke *, Gisela Grosse and Ute von Lojewski University of Applied Sciences, Münster, Germany			
Time	min.	Paper ID	Paper Title	<i>Session Chair (SM-6): Mitsuko Hirata</i>	Name	Country
1:10 - 1:30	20 min.	SM-6	Science Marketing - A Case Study from South Africa		Joe Amadi-Echendu * and Tinus Pretorius : University of Pretoria, South Africa Thomas Baaken and Friederike von Hagen : Science-to Business Research Institute at the University of Applied Sciences, Münster, Germany	South Africa Germany
1:30 - 2:10	40 min.	SM-Od	The Effect of A University's Market Orientation on The Industry Partner 's Relationship Perception and Satisfaction Pascale Quester * and Carolin Plewa University of Adelaide, Australia			

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Time	min.	Paper ID	Paper Title	Session Chair (T2 – T5): Kazuo Yanagishita	Name	Country
2:10 – 2:50	40 min.	T-Oa	Organizing a Technology Intelligence System: Structures, Processes and Methods for Multinational and Start-up Companies Pascal Savioz * Swiss Forum for Technology, Innovation and Management, Switzerland			
2:50 – 3:10	20 min.	T-2	Do Pharmaceutical Companies' R&D Investments Lead to Creation of New Drugs in Japan? Long-Term Analysis of R&D Investments and sales/profits		Yoshihito Takahashi * : MOT Institute, Consolidated Research Institute for Advanced Science and Medical Care, Waseda University	Japan
3:10 – 3:30	20 min.	T-3	Developing Business Technology and Competitive Intelligence in Software Science to Business Environments		Sven Raes* , Frank Gielen and Piet Demeester : Ghent University – IBBT – IMEC Department of Information Technology	Belgium
3:30 – 3:40	10 min.	Coffee Break				
3:40 – 4:00	20 min.	T-4	Strengthening the Competitiveness of a Medical Instrument through the Application of Experience Innovation: Case Study of the Technological Development of the 3D Endoscope in Japan		Takanari Fukuta * : Bunri University of Hospitality. Noboru Sugino : Graduate School of Business, Nihon University.	Japan
4:00 – 4:20	20 min.	T-5	R&D Strategies and the Rate of Innovations: From the Viewpoint of Technology Areas and the Key Individuals		Shuichi Ishida * : Graduate School of Technology Management, Ritsumeikan University	Japan
4:20 – 5:00	40 min.	T-Ob	Practices for Corporation Innovation and the Role of Top Executives in the Manufacturing Industry Tadao Sumi* Former President and CEO, Shibaura Mechatronics Corporation, Tokyo Japan			
Time	min.	Paper ID	Paper Title	Session Chair (T6 – T10): Shoji Kametani	Name	Country
5:00 – 5:20	20 min.	T-6	Impact Analysis of Front End Practices on the New Product Development in Japanese Companies		Akio Nagahira * : Management of Science and Technology Department (MOST), Graduate School of Engineering, Tohoku University Isao Sugiyai : Archives & Networks Division User Science Institute, Kyushu University Cornelius Herstatt , Birgit Verworn and Christoph Stockstrom : Institute for Technology and Innovation Management, Technical University of Hamburg-Harburg (TUHH), Germany	Japan Germany
5:20 – 5:40	20 min.	T-8	Measuring R&D Performance at Japanese Electric Power Company		Toru Hattori * : Socio-economic Research Center, Central Research Institute of Electric Power Industry Fumiaki Ishida : Research and Planning Group, R&D Department, The Kansai Electric Power Co., Inc.	Japan
5:40 – 6:00	20 min.	T-9	Focusing on Heads or Tails in Innovation Strategy Formulation? – A Revisited Methodology Based on a Resource-Based View		Andreas Larsson and Markus Bergfors * : Centre for Management of Innovation and Technology in Process Industry, Department of Industrial Organization, Luleå University of Technology	Sweden
6:00 – 6:20	20 min.	T-10	Defining the Mechanisms or Drivers of Knowledge Transfer in the Research-to-Innovation Value Chain and their Impact on Technology Commercialization: A South African Perspective		Anthea Van Zyl * : The Institute for Technological Innovation, University of Pretoria Joe Amadi-Echendu : University of Pretoria	South Africa

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