



Technology Innovation and Industrial Management 2011



TIIM 2011 CONFERENCE 28. – 30.6.2011

TUESDAY 28.6.2011	
12.00 - 19.00	Registration Hotel Radisson Blue Hallituskatu 1 90100 Oulu
17.30 – 18.45	INTO - Innovations Exhibition Oulu City Theatre Kaarlenväylä 2 90100 Oulu
19.00 – 20.30	Conference Reception Oulu City Hall Kirkkokatu 2a 90100 Oulu

Wednesday 29.6.2011

08.30 -	Bus transportation from the hotels to Linnanmaa
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8.45 – 9.15	Coffee Saalastin Sali lobby
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09.15 – 10.00	Opening Prof. Pekka Kess Prof. Kongkiti Phusavat Prof. Kauko Leiviskä, Dean, Opening Speech Saalastinsali Linnanmaa Campus Pentti Kaiteran katu 1 90570 Oulu
10.00 – 12.00	Key note presentations: Prof. Steve Eppinger, MIT, USA Dr. Vassilis Kostakos, Madeira Interactive Technologies Institute, Portugal Saalastinsali Linnanmaa Campus

12.00 – 13.00	LUNCH Linnanmaa campus
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13.00 – 14.30	Parallel sessions A1 – Customer satisfaction B1 – Knowledge management C1 – Logistics D1 – Organizational-management perspectives E1 – Well-being F1 – Performance management G1 – Sustainability H1 – Innovations in higher education
14.45 – 15.15	Coffee University Lobby Linnanmaa campus
15.20 – 17.00	Parallel sessions A2 – Customer satisfaction B2 – Product life-cycle management C2 – Sourcing D2 – Organizational-management perspectives E2 – Financial perspectives F2 – Performance management G2 – Sustainability H2 – Organizational learning and innovation
17.15 -	Bus transportation to the hotels
18.45 -	Bus transportation from the hotels to the Dinner
19.00 –	Conference Dinner Best Paper Awards Maikkula Mansion Maikkulanrinne 21 90240 Oulu
Late	Bus transportation to the hotels
Thursday 30.6.2011	
08.30 -	Bus transportation from the hotels to Linnanmaa
09.00 – 10.15	TIIM 2011 Academic Leadership Forum



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	Saalastinsali Linnanmaa Campus
10.30 – 11.45	TIIM 2011 Editors' Panel Saalastinsali Linnanmaa Campus
11.45 – 12.15	TIIM 2012 Lublin, Poland TIIM future
12.15 – 13.30	LUNCH Linnanmaa campus
13.30 – 14.50	Parallel sessions A3 – Customer satisfaction B3 – Innovations in higher education C3 – Business networks D3 – Organizational-management perspectives E3 – Productivity F3 – Performance management G3 – Decision-making and strategic management H3 – Organizational-management perspectives
15.00 – 15.30	Coffee University Lobby Linnanmaa campus
15.30 – 16. 50	Parallel sessions A4 - Customer satisfaction B4 – Business process management C4 – Organizational-management perspectives D4 – Sustainability E4 – Trust in business relationships F4 – Financial perspectives G4 – Organizational-management perspectives
16.50 – 17.00	Closing the Conference University Lobby Linnanmaa campus
17.00 -	Bus transportation to hotels



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1st PARALLEL SESSIONS 29.6. 13.00 – 14.40

	Timing	Topic	Chairman
A1	29.6. 13.00 – 14.40	Customer satisfaction	Dr. Maqsood Sandhu
A1.1	13.00 – 13.20	A STUDY OF PRECISE MARKETING AND CUSTOMER INFORMATION APPRAISAL IN COLLABORATIVE ENTERPRISES	Dr. Shangchia Liu
A1.2	13.20 – 13.40	MODELING ELECTRONIC WORD OF MOUTH AND COMPLAINT BEHAVIOR FOR ELECTRONIC CRM SYSTEMS	Conna Yang
A1.3	13.40 – 14.00	A FUZZY HYPOTHESIS TEST BASED MODEL FOR CUSTOMER SATISFACTION MEASUREMENT (CASE STUDY IN PARS KHODRO CO.)	Naimeh Borjalilu
A1.4	14.00 – 14.20	A PILOT SURVEY TO UNDERSTAND THE EFFECTS TECHNOLOGY READINESS, SATISFACTION AND ELECTRONIC WORD-OF-MOUTH ON BEHAVIORAL INTENTION IN ONLINE SHOPPING ENVIRONMENTS	Huei-Haung Chei
A1.5	14.20 – 14.40	TQM AND QFD APPROACH TO ACHIEVE CUSTOMER SATISFACTION: A FLOUR MILLING COMPANY CASE STUDY	Maqsood Sandhu

	Timing	Topic	Chairman
B1	29.6. 13.00 – 14.40	Knowledge management	Dr. Khalid Abdul Wahid
B1.1	13.00 – 13.20	A STUDY OF THE ORGANIZATIONAL KNOWLEDGE-TRANSFER WITHIN THE INDUSTRY TO INITIATE THE MODEL FOR THE GOVERNANCE	Chacrit Sritong
B1.2	13.20 – 13.40	EVOLUTION OF KNOWLEDGE MANAGEMENT IN TECHNOLOGICAL ERA: A TAILOR MADE METHODOLOGY TO ENTERPRISE 2.0	Elena Alberghini
B1.3	13.40 – 14.00	KNOWLEDGE CREATION FOR COMPETITIVE ADVANTAGES USING DIALECTIC MODEL: A STUDY ON ISLAMIC BANK OF THAILAND	Khalid Abdul Wahid
B1.4	14.00 – 14.20	KNOWLEDGE MANAGEMENT AND PROJECT MANAGEMENT	Radosław Paliszkiewicz
B1.5	14.20 – 14.40	SYNERGETIC EFFECTS OF PRODUCT TRAINING AND TRAINING TRANSFER FACTORS ON MARKETING MIX - CASE	Dr. Peter Meža



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		STUDY ON DOMESTIC APPLIANCE INDUSTRY	
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	Timing	Topic	Chairman
C1	29.6. 13.00 – 14.40	Logistics	Prof. Olli-Pekka Hilmola
C1.1	13.00 – 13.20	ASSESSING CORRELATED RISK USING THE MULTIVARIATE PROCESS INCAPABILITY INDICES	Jeh-Nan Pan
C1.2	13.20 – 13.40	EFFICIENT INTERVAL GOAL PROGRAMMING FOR ARBITRARY PENALTY FUNCTION	Hao-Chun Lu
C1.3	13.40 – 14.00	MIXED AND INTELLIGENT SIMULATION MODELS FOR LOGISTICS EMERGENCY SITUATIONS	Lauri Lättilä
C1.4	14.00 – 14.20	THE SINGLE ITEM LOT SIZING PROBLEM WITH FUZZY PARAMETERS: A POSSIBILITY APPROACH	Suphattra Ketsarapong
C1.5	14.20 – 14.40	THE STUDY OF LOGISTIC OPERATION MODELS BETWEEN COMPANIES INSIDE AND OUTSIDE DOMESTIC AND FOREIGN INDUSTRIAL ZONES - A CASE STUDY OF SOLAR ENERGY INDUSTRY IN TAIWAN	Tzu-An Chiang

	Timing	Topic	Chairman
D1	29.6. 13.00 – 14.40	Organizational-management perspectives	Prof. Tzong- Ru Lee
D1.1	13.00 – 13.20	EVOLUTION OF EHSQ MANAGEMENT SYSTEMS TOWARDS INTEGRATED MANAGEMENT SYSTEMS	Osmo Kauppila
D1.2	13.20 – 13.40	USING THE BCFI METHOD TO IMPROVE IDEA MANAGEMENT	Arto Jyrälä
D1.3	13.40 – 14.00	THE MANAGEMENT EXCELLENCE MODEL GAME	Fabio Simone de Souza
D1.4	14.00 – 14.20	APPLYING THE DISTEH METHOD TO ASSESS THE FIRM'S INNOVATION POTENTIAL: A ROMANIAN CASE STUDY	Dr. Cezar Scarlat
D1.5	14.20 – 14.40	ASSESSING THE INNOVATIVENESS OF THE TAIWANESE FOOD INDUSTRY WITH DEA	Tzong- Ru (Jiun-Shen) Lee

	Timing	Topic	Chairman
E1	29.6. 13.00 – 14.20	Well-being	Prof. Jaakko Kujala
E1.1	13.00 – 13.20	FACTORS OF WELL-BEING AT WORK	Tommi Autio



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		IN THE WORK SYSTEM MODEL	
E1.2	13.20 – 13.40	DISTRIBUTED LEADERSHIP FOR NETWORKED TEAM PERFORMANCE	Aelita Skaržauskienė
E1.3	13.40 – 14.00	THE ANTECEDENTS AND CONSEQUENCES OF TEAM REFLEXIVITY AND INNOVATIVE WORK BEHAVIORS OF NPD TEAMS: MULTILEVEL OF CONTINGENCY VARIABLES	Dr. Les Tien-Shang Lee
E1.4	14.00 – 14.20	CONSTRUCTING MODELS FOR EARLY CHRONIC KIDNEY DISEASE DETECTION AND RISK ESTIMATION	Ruey Kei Chiu

	Timing	Topic	Chairman
F1	29.6. 13.00 – 14.40	Performance management	Prof. Taina Savolainen
F1.1	13.00 – 13.20	A COMPETITIVE OPERATIVE MANAGEMENT SYSTEM IN THE ELECTRONIC MANUFACTURING BUSINESS	Terho Uusitalo
F1.2	13.20 – 13.40	AGENT-BASED MODELING OF THE SOFTWARE INDUSTRY STRUCTURE IN JAPAN: PRELIMINARY CONSIDERATION OF INFLUENCE OF OFFSHORING IN CHINA	Dr. Yasuo Kadono
F1.3	13.40 – 14.00	AN EMPIRICAL STUDY OF THE RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND THE PERFORMANCE OF A MANUFACTURING FIRM	Narongsak Comepa
F1.4	14.00 – 14.20	CASE STUDY: PERFORMANCE MEASUREMENT IN A WALES BASED CONSTRUCTION COMPANY – OPCO	Yadam Sai Hrushikesh Reddy
F1.5	14.20 – 14.40	CRITICAL PERFORMANCE ATTRIBUTES OF THAI AUTOMOTIVE SUPPLY CHAINS	Josu Takala



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	Timing	Topic	Chairman
G1	29.6. 13.00 – 14.20	Sustainability	Dr. Päivi Iskanius
G1.1	13.00 – 13.20	COMPLETENESS OF SUSTAINABILITY REPORTS: THE EXAMPLES OF POLISH AND INTERNATIONAL COMPANIES	Agnieszka Leszczynska
G1.2	13.20 – 13.40	AN ANALYSIS OF THE EFFECTIVENESS OF SUPPLIER INNOVATION AS A COMPETITIVE STRATEGY FOR AN ENTERPRISE UNDER CONDITIONS OF HIGH-TURBULENCE	Namkyu Park
G1.3	13.40 – 14.00	COHERENCE IN CONTROL OF INFORMATION SECURITY (COINS)	Yngve Monfelt
G1.4	14.00 – 14.20	CORRELATION OF ACTORS' RESOURCE-BASES WITH THEIR NETWORKING TENDENCIES - VIEWS ON THE BIOENERGY BUSINESS	Matti Lehtovaara

	Timing	Topic	Chairman
H1	29.6. 13.00 – 14.40	Innovations in higher education	Prof. Pekka Kess
H1.1	13.00 – 13.20	EVALUATION FRAMEWORK FOR UNIVERSITY-ENTERPRISE CO-OPERATION	Atte Niemelä
H1.2	13.20 – 13.40	FINDINGS FROM EUROPEAN BENCHMARKING EXERCISES ON E-LEARNING: VALUE IMPACT AND GOING BEYOND	Ebba Ossiannilsson
H1.3	13.40 – 14.00	PRODUCTIZATION OF UNIVERSITY SERVICES	Aki Aapaoja
H1.4	14.00 – 14.20	PROBLEM-BASED LEARNING IN UNIVERSITY EDUCATION: DO PSYCHOLOGICAL PREFERENCES MAKE A DIFFERENCE?	Laura Eräpuro-Piila,
H1.5	14.20 – 14.40	THE STUDY OF EL FEATURE IMPLEMENTATION IN THE KM PERSPECTIVE	Somchai Numprasertchai



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2nd PARALLEL SESSIONS 29.6. 15.20 – 17.00

	Timing	Topic	Chairman
A2	29.6. 15.20 – 17.00	Customer satisfaction	Dr. Dušan Lesjak
A2.1	15.20 – 15.40	APPLICATION OF IMPROVED CFI MODEL ON ATTRIBUTES OF CUSTOMER SATISFACTION	Alemu Moges Belay
A2.2	15.40 – 16.00	AN EVALUATION OF VIRTUAL AND PHYSICAL SHOPPING PROCESS ON CONSUMER PRICE SENSITIVITY: INNOVATIVENESS AS A MODERATOR	Kit Hong Wong
A2.3	16.00 – 16.20	CUSTOMER INTIMACY IN ONLINE PERSONALIZED RECOMMENDATION	Dr. Ting-Peng Liang
A2.4	16.20 – 16.40	PERSONALIZED ADVERTISING RECOMMENDATION BASED ON WEB MINING AND CHANCE DISCOVERY	Tsung-Hsien Wu
A2.5	16.40 – 17.00	HOW E-SERVQUAL AFFECTS CUSTOMER'S ONLINE PURCHASE INTENTION THROUGH CROSS-CULTURE COMPARISON?	Shu-Chiung Lin

	Timing	Topic	Chairman
B2	29.6. 15.20 – 17.00	Product life-cycle management	Prof. Harri Haapasalo
B2.1	15.20 – 15.40	A FRAMEWORK FOR IMPROVING THE LAUNCH CONCEPT OF NEW SERVICES	Risto Silvola
B2.2	15.40 – 16.00	AN APPLICATION OF RESPONSE SURFACE METHODOLOGY ON ACCELERATED LIFE TESTING PLAN	Dr. Chau-Chen Torng
B2.3	16.00 – 16.20	DIFFERENT INTENSITY OF INTER-FIRM COLLABORATION IN OPEN BUSINESS MODEL: A STUDY OF TAIWANESE CONVENIENCE STORE INDUSTRY	Kuo-Nan Hsieh
B2.4	16.20 – 16.40	ELEMENTS AND IMPLEMENTATION OF PRODUCT DATA OWNERSHIP NETWORK	Risto Silvola
B2.5	16.40 – 17.00	LIFECYCLE VIEW ON PRODUCT DATA QUALITY DIMENSIONS	Olli Jääskelainen



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	Timing	Topic	Chairman
C2	29.6. 15.20 – 17.00	Sourcing	Dr. Lingyun Wang
C2.1	15.20 – 15.40	A CONSUMER DRIVEN BUSINESS MODEL'S IMPACT ON SOURCING AND INVENTORY	David Eriksson
C2.2	15.40 – 16.00	DEVELOPMENT OF A DYNAMIC STRATEGIC PURCHASING MANAGEMENT MODEL FOR A PROJECT ORIENTED GLOBAL HIGH TECH COMPANY	Pirjo Janhunen
C2.3	16.00 – 16.20	FACILITATING INTERNATIONALISATION THROUGH TRADE FAIRS: CASE CHINA	Miika Kreivi
C2.4	16.20 – 16.40	MANAGING SOURCING PROCESS WITH CHINESE SUPPLIERS – A CASE STUDY OF FINNISH COMPANIES	Dr. Lingyun Wang
C2.5	16.40 – 17.00	SOURCING FROM CHINA – PERSPECTIVES FROM FINNISH SMES	Matti Muhos

	Timing	Topic	Chairman
D2	29.6. 15.20 – 17.20	Organizational-management perspectives	Dr. Yen-Ku Kuo
D2.1	15.20 – 15.40	EXPLORING THE MERGER & ACQUISITION STRATEGIES FOR BIO-TECH INDUSTRY	Yen-Ku Kuo
D2.2	15.40 – 16.00	USING AHP APPROACH IN DEVELOPING R&D CENTER RANKING METHODOLOGY	Tzu-An Chiang
D2.3	16.00 – 16.20	WHAT DO ENTREPRENEURS DO WHEN DEVELOPING OPPORTUNITIES? CRITICAL R&D INCIDENTS IN THE EVOLUTIONARY PATH OF A SMALL HIGH TECHNOLOGY FIRM	Tiina Mäkitalo-Keinonen
D2.4	16.20 – 16.40	THE INFLUENCE ON CORPORATE ENTREPRENEURSHIP OF TECHNOLOGICAL VARIABLES	Rodrigo Martín-Rojas
D2.5	16.40 – 17.00	THE ADOPTION OF AMERICAN HUMAN RESOURCE MANAGEMENT AMONG JAPANESE SUBSIDAIRES IN MALAYSIA: MYTH OR REALITY?	Dr. Keng-Boon Ooi
D2.6	17.00 – 17.20	STOCHASTIC FUNCTION APPROXIMATION BASED NEURAL NETWORK	Dr. Suparerk Sooksmarn



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	Timing	Topic	Chairman
E2	29.6. 15.20 – 17.00	Financial perspectives	Dr Adam Sliwinski

E2.1	15.20 – 15.40	BANK VALUE AT RISK DISCLOSURES AND RISK PREDICTABILITY: THE EFFECT OF DERIVATIVE USE	Yung-Ming Shiu
E2.2	15.40 – 16.00	THE RETURN ON EQUITY (ROE) FOR FOOD SECTOR COMPANIES LISTED ON THE WARSAW STOCK EXCHANGE	Artur Nagôka
E2.3	16.00 – 16.20	DETERMINANTS OF THE FINANCIAL RESULTS IN THE TERMS OF THE WORLD CRISIS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN POLAND - ANALYTICAL APPROACH, PART I	Dr hab. Justyna Franc-Dąbrowska
E2.4	16.20 – 16.40	DETERMINANTS OF THE FINANCIAL RESULTS IN TERMS OF THE WORLD CRISIS IN SMALL AND MEDIUM -SIZED ENTERPRISES IN POLAND – ANALYTICAL APPROACH, PART II	Dr hab. Justyna Franc-Dąbrowska
E2.5	16.40 – 17.00	SPATIAL ANALYSIS OF RISK VS. EFFICIENCY OF LIFE INSURANCE CONTRACTS	Dr Adam Sliwinski

	Timing	Topic	Chairman
F2	29.6. 15.20 – 17.00	Performance management	Dr. Kris Law

F2.1	15.20 – 15.40	EFFICIENCY OF FINNISH WATERWORKS – IMPACT OF GOVERNANCE MODEL	Maila Herrala
F2.2	15.40 – 16.00	THE EFFECT OF INTERNAL CONTROLS ADAPTABILITY ON OPERATING PERFORMANCE	Tian-Lih Koo
F2.3	16.00 – 16.20	SELECTING KEY PERFORMANCE INDICATORS IN CONSUMER DRIVEN ENTERPRISES: STUDY IN HEAVY-DUTY VEHICLE INDUSTRY	Emine Zehra Yurtkulu
F2.4	16.20 – 16.40	PRODUCTIVITY AND PERFORMANCE MEASUREMENT WITH AN INTEGRATION OF TIME-LAG EFFECTS	Kridsada Funkumai
F2.5	16.40 – 17.00	APPLICATION OF THE TACIT SIGNAL METHOD FOR PERFORMANCE MANAGEMENT IN PROJECT-BASED ACTION LEARNING TEAMS	Marko Kesti



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	Timing	Topic	Chairman
G2	29.6. 15.20 – 16.40	Sustainability	Egon Žižmond
G2.1	15.20 – 15.40	DATA WAREHOUSES FOR SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Raúl León
G2.2	15.40 – 16.00	ECONOMIC IMPACT OF MOISTURE IN WOOD-BASED BIO-FUELS	Jouko Arvola
G2.3	16.00 – 16.20	ENVIRONMENTALLY INNOVATION IN THE FUEL SECTOR: THE ROLE OF BIOFUEL FROM ALGAE	Prof. Giovanni Lagioia
G2.4	16.20 – 16.40	GREEN SUPPLY CHAIN MANAGEMENT WITH LINGISTIC PREFERENCES AND INCOMPLEE INFORMATION	Ming-Lang Tseng

	Timing	Topic	Chairman
H2	29.6. 15.20 – 17.00	Organizational learning and innovation	Agnieszka Sitko-Lutek
H2.1	15.20 – 15.40	A COMPARATIVE STUDY OF TWO COMMUNITIES OF PRACTICE IN A NON-PROFIT SETTING	Dr. Li-An Ho
H2.2	15.40 – 16.00	ORGANIZATIONAL COMPETENCY GAP AND METHODS OF ITS REDUCTION	Agnieszka Sitko-Lutek
H2.3	16.00 – 16.20	INTERNAL AND EXTERNAL ANTECEDENTS TOWARD ORGANIZATIONAL LEARNING AND INNOVATION: A CONCEPTUAL FRAMEWORK	Onwika Kaewchur
H2.4	16.20 – 16.40	LEADERSHIP BY TRUST FOR ORGANIZATIONAL INNOVATIVENESS: RENEWAL OF HUMAN INTELLECTUAL CAPITAL IN FOCUS	Prof. Taina Savolainen
H2.5	16.40 – 17.00	LEADERS`S UNTRUSTWORTHY BEHAVIOUR DECREASES INNOVATIVENESS OF FOLLOWERS: WHAT KIND OF LEADERSHIP ORGANIZATIONS NEED TO ASSURE THEIR INNOVATIVE DEVELOPMENT?	Sari Häkkinen



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3rd PARALLEL SESSIONS 30.6. 13.30 – 14.50

	Timing	Topic	Chairman
A3	30.6. 13.30 – 14.50	Customer satisfaction	Dr. Štefan Bojnec
A3.1	13.30 – 13.50	TIME TO LET GO? RELATIONSHIP TERMINATION IN THE CONSUMER BANKING SECTOR	Dr. Ying-Yueh Su
A3.2	13.50 – 14.10	HOUSEHOLDS ELECTRICITY MARKET IN SLOVENIA: LIBERALISATION AND IMPLICATIONS	Dr. Štefan Bojnec
A3.3	14.10 – 14.30	ELEMENTS OF SPACE STYLE AND MUSIC STYLE ON THE HIGH AESTHETIC, EMOTIONAL, EXPERIENCE QUALITY AND EXPERIENCE SATISFACTION STUDY	Dr. Yie-Fang Kao
A3.4	14.30 – 14.50	PREDICTING CONSUMER INTENTIONS TO PURCHASE GREEN CARS: AN EMPIRICAL TEST OF COMPETING THEORIES	Dr. Chi-Horng Liao

	Timing	Topic	Chairman
B3	30.6. 13.30 – 14.50	Innovations in Higher Education	Prof. Pekka Kess
B3.1	13.30 – 13.50	OPERATIONAL PLATFORM FOR THE NORTHERN RESEARCH AND INNOVATION	Dr. Päivi Iskanius
B3.2	13.50 – 14.10	SUPPORT FOR INNOVATIONS IN HIGHER EDUCATION IN POLAND UNDER SELECTED OPERATIONAL PROGRAMMES SINCE 2004	Dr. Joanna Rakowska
B3.3	14.10 – 14.30	THE APPLICATION OF UNIVERSITY CLASSIFICATION FOR DEVELOPING HIGHER EDUCATION INSTITUTE PERFORMANCE INDICATORS	Suphattra Ketsarapong
B3.4	14.30 – 14.50	EFFICIENCY AND EFFECTIVENESS OF PUBLIC SPENDING ON HIGHER EDUCATION INSTITUTIONS	Dušan Lesjak



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	Timing	Topic	Chairman
C3	30.6. 13.30 – 14.50	Business networks	Prof. Harri Haapasalo
C3.1	13.30 – 13.50	BUSINESS RELATIONSHIP COORDINATION DURING EXTENDED PROJECT SUPPLY PROCESS	Ilkka Ojansivu
C3.2	13.50 – 14.10	CASE STUDY OF CREATING A SERVICE BUSINESS ECOSYSTEM	Jukka Malvalehto
C3.3	14.10 – 14.30	DECENTRALIZED BIO-CHP PLANT SUPPLIER CANDIDATES' COLLABORATION WITHIN THEIR BUSINESS NETWORKS	Matti Lehtovaara
C3.4	14.30 – 14.50	PARTNER SELECTION AND COLLABORATIVE RELATIONSHIP IN THE COLLABORATIVE COMMERCE	Ming-Hsien Yang

	Timing	Topic	Chairman
D3	30.6. 13.30 – 14.50	Organizational-management perspectives	Zbigniew Pastuszak
D3.1	13.30 – 13.50	GEOMETRICAL MODELING OF INDUSTRIAL WORKSHOP ALLOCATION	Zbigniew Pastuszak
D3.2	13.50 – 14.10	IDENTIFYING BARRIERS AND ENABLERS FOR THE IMPLEMENTATION OF RISK MANAGEMENT IN A PROJECT NETWORK	Leena Pekkinen
D3.3	14.10 – 14.30	MATERIALITY ANALYSIS FOR CSR REPORTING IN SPANISH SMES	Muñoz-Torres, Maria Jesus
D3.4	14.30 – 14.50	THE PROCESS TO DETERMINE POSSIBILITIES AND NEEDS FOR MOBILE MAINTENANCE – APPROACH TO STRENGTHEN MAINTENANCE WITH MOBILE TECHNOLOGY	Jere Backman



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	Timing	Topic	Chairman
E3	30.6. 13.30 – 14.50	Productivity	Prof. Josu Takala
E3.1	13.30 – 13.50	ANALYTICAL OPTIMIZATION OF OPERATIONAL COMPETITIVENESS BASED ON SENSE AND RESPOND METHODOLOGY	Josu Takala
E3.2	13.50 – 14.10	IDENTIFYING THE LEAD TIME AND PULL PRODUCTION IN BUILT ENVIRONMENT BY VALUE CHAIN ANALYSIS	Maila Herrala
E3.3	14.10 – 14.30	PRODUCTION OPTIMISATION: MEASURING TECHNICAL AND COST EFFICIENCY	Egon Žižmond
E3.4	14.30 – 14.50	PRODUCTIVITY MEASUREMENT AND DEVELOPMENT IN CONSTRUCTION INDUSTRY	Aki Pekuri

	Timing	Topic	Chairman
F3	30.6. 13.30 – 14.50	Performance management	Dr. Hsiao-Chen Chang
F3.1	13.30 – 13.50	LONGITUDINAL MODELING OF THE SOFTWARE ENGINEERING CAPABILITIES AND PROFITABILITY OF SOFTWARE COMPANIES IN JAPAN	Dr. Yasuo Kadono
F3.2	13.50 – 14.10	THE IMPACT OF TECHNOLOGY STRATEGY ON THE PERFORMANCE OF INNOVATION -A CASE STUDY OF CHINESE IC DESIGN FIRMS	Min Wang
F3.3	14.10 – 14.30	THE ISSUE OF THE EFFICACY OF THE ORGANISATION OPERATING IN A MULTI-PROJECT ENVIRONMENT	Dr. Seweryn Spalek
F3.4	14.30 – 14.50	WHAT SHOULD BE DONE FOR IMPROVING EMPLOYEE TRAINING PERFORMANCE? A HUMAN RESOURCE DEVELOPMENT PERSPECTIVE	Dr. Hsiao-Chen Chang

	Timing	Topic	Chairman
G3	30.6. 13.30 – 14.50	Decision-making and strategic management	Dr. Matti Verkasalo
G3.1	13.30 – 13.50	DECISION MAKING CIRCUMSTANCE IN DATA COMMUNICATION BUSINESS	Dr. Matti Verkasalo
G3.2	13.50 – 14.10	DESIGNING AND IMPLEMENTING A MODEL TO EXAMINE R&D SECTION'S CAPABILITIES AND FITNESSES WITH EMPHASIS ON REVERSED ENGINEERING IN A CHEMICAL	Mona Benhari



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		FACTORY	
G3.3	14.10 – 14.30	FINNISH SOCIAL HOUSING MODEL AS AN EFFICIENT POLICY MAKING TOOL IN TURBULENT ECONOMIC ENVIRONMENT	Rayko Toshev
G3.4	14.30 – 14.50	FRAMEWORK FOR STRATEGIC TECHNOLOGY MANAGEMENT IN HIGH-TECHNOLOGY ENTERPRISE CONTEXT	Dr. Kari Sahlman,

	Timing	Topic	Chairman
H3	30.6. 13.30 – 14.50	Organizational-management perspectives	Dr. Kongkiti Phusavat
H3.1	13.30 – 13.50	CONCEPTUALIZING ERP APPLICATION FOR SOCCER INDUSTRY	Farshad Salimi
H3.2	13.50 – 14.10	CONSTRUCTING INFORMATION ETHICS INDICATORS FOR TAIWAN'S CORPORATIONS	I-Chuan Chen
H3.3	14.10 – 14.30	TECHNOLOGY AND MANAGEMENT INNOVATION IN PUBLIC-PRIVATE PARTNERSHIPS: A NEW WIN-WIN-WIN MODEL FOR THE HONG KONG POLICE FORCE	Ir. Jolly Wong
H3.4	14.30 – 14.50	THE INVERTED U-SHAPED RELATIONSHIP BETWEEN BUSINESS UNITS' SLACK AND PERFORMANCE: THE CASE OF INDONESIA	Dr. Fuad Fuad



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4th PARALLEL SESSIONS 30.6. 15.30 – 16.50

	Timing	Topic	Chairman
A4	30.6. 15.30 – 16.50	Customer satisfaction	Dr. Bordin Rassameethes
A4.1	15.30 – 15.50	THE EVALUATION OF CLINICAL STAFF ON TECHNOLOGY-BASED SERVICE ENCOUNTER: TECHNOLOGY READINESS AS A MODERATOR	Kit Hong Wong
A4.2	15.50 – 16.10	CHALLENGES OF LAUNCHING INNOVATIVE TECHNOLOGY APPLICATIONS THROUGH CUSTOMER PROJECTS	Tuula Lehtimäki
A4.3	16.10 – 16.30	A STUDY OF CONSUMER'S INTENTION TO RETURN THE GOVERNMENT WEBSITE ON INDUSTRIAL DEVELOPMENT BUREAU IN MINISTRY OF ECONOMIC AT TAIWAN	Yin-Yih Chang
A4.4	16.30 – 16.50	MANUFACTURING CAPABILITIES PRIORITIZATION TO ACHIEVE CUSTOMER FOCUS IN KNOWLEDGE-INTENSIVE ENVIRONMENTS	Ajmal, Mian M.

	Timing	Topic	Chairman
B4	30.6. 15.30 – 16.50	Business process management	Dr. Kari Sahlman
B4.1	15.30 – 15.50	A CASE STUDY ON CHINESE FAILURE IN ERP IMPLEMENTATION	Dr. Farshad Salimi
B4.2	15.50 – 16.10	A MULTI ERP IMPLEMENTATION CASE FOR A FIRM STRIVING SURVIVAL IN AIRCRAFT MAINTENANCE INDUSTRY	Dr. Farshad Salimi
B4.3	16.10 – 16.30	BUSINESS PROCESS MANAGEMENT: BARRIERS TO MATURITY	Lúcia Aparecida da Silva
B4.4	16.30 – 16.50	THEORETICAL REFLECTIONS ON BUSINESS ECOSYSTEM – CASE SEMICONDUCTOR INDUSTRY	Tuomo Kinnunen



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	Timing	Topic	Chairman
C4	30.6. 15.30 – 16.50	Organizational-management perspectives	Dr. Kongkiti Phusavat
C4.1	15.30 – 15.50	DESIGN PROCESS AS A PART OF NEW PRODUCT DEVELOPMENT – CASE FURNITURE INDUSTRY	Päivi Haapalainen
C4.2	15.50 – 16.10	DEVELOPING ORGANIZATIONS' INTERNAL COMMUNICATION BY COMMUNICATION AUDITS	Dr. Mirja Vaananen
C4.3	16.10 – 16.30	EXPANSION OF RESEARCH AND DEVELOPMENT BRINGING FRESH INNOVATION AND RELEASING INTERNAL RESOURCES	Toni Niemi
C4.4	16.30 – 16.50	REQUIREMENTS ON METHODS FOR MODERN PRODUCT DESIGN - MASTERING THE BALANCING ACT BETWEEN STANDARDIZATION AND CUSTOMIZATION	Christoph Schrödl

	Timing	Topic	Chairman
D4	30.6. 15.30 – 16.30	Sustainability	Dr. Pekka Belt
D4.1	15.30 – 15.50	IDENTIFYING STRATEGIC ENABLERS FOR GREEN SUPPLY CHAIN EXCELLENCE	Chinho Lin
D4.2	15.50 – 16.10	SUSTAINABLE FINANCIAL PRODUCTS: SPANISH SOCIETY'S PERCEPTIONS ABOUT SOCIALLY RESPONSIBLE INVESTING	Elena Escrig-Olmedo
D4.3	16.10 – 16.30	THE IMPACT OF CHINA OIL DEMAND ON OIL PRICE AND RUSSIA TRADING SYSTEM INDEX	Chun-Kuang Wu

	Timing	Topic	Chairman
E4	30.6. 15.30 – 16.30	Trust in business relationships	Prof. Josu Takala
E4.1	15.30 – 15.50	TRUST IN WORK RELATIONSHIPS: A SOLUTION FOR OVERCOMING CULTURAL HINDRANCES TO ORGANIZATIONAL INNOVATIONS?	Mirjami Ikonen
E4.2	15.50 – 16.10	THE CONCEPT OF TRUST IN ORGANIZATIONAL LIFE IN EXAMPLE OF POLISH ENTERPRISES	Joanna Paliszkievicz
E4.3	16.10 – 16.30	EXPLORING TRUST DEVELOPMENT IN MANAGEMENT STRATEGY WORK: AN INNOVATIVE WAY OF STUDYING AND FINDINGS FROM QUALITATIVE STUDIES	Asko Kinnunen



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	Timing	Topic	Chairman
F4	30.6. 15.30 – 16.50	Financial perspectives	Prof. Jari Salo
F4.1	15.30 – 15.50	USE OF FINANCIAL INFORMATION IN SMALL BUSINESS MANAGEMENT IN POLAND - ENTREPRENEUR'S INFORMATION NEEDS AND THEIR ENDOGENOUS FACTORS	Dr. Jacek Jaworski
F4.2	15.50 – 16.10	IDENTIFYING MARKET TAKEOFF IN HIGH TECH INDUSTRIES	Dr. Yi-Nung Peng
F4.3	16.10 – 16.30	FARM INVESTMENT BEHAVIOUR: EVIDENCE FROM FRANCE, HUNGARY AND SLOVENIA	Dr. Štefan Bojnec
F4.4	16.30 – 16.50	FINANCIAL INSTRUMENTS USAGE AND STRATEGIC EARNINGS REPORTING – THE COMPLEMENT HYPOTHESIS EXAMINATION	Hung-Shu Fan

	Timing	Topic	Chairman
G4	30.6. 15.30 – 16.50	Organizational Management Perspectives	Dr. Pornthep Anussornnitisarn
G4.1	15.30 – 15.50	PROCESS IMPROVEMENT OF THE SILICON WAFER LASER DICING FOR FRONT SIDE MEANDERING	Suwitchaporn Witchakul
G4.2	15.50 – 16.10	TQM PRACTICES IN PUBLIC SERVICE ORGANIZATIONS CASE OF HEALTHCARE AND ACADEMIC LIBRARIES	Mian M. Ajmal
G4.3	16.10 – 16.30	AN EMPIRICAL ANALYSIS OF THE RELATION BETWEEN BOARD STRUCTURE AND FIRM VALUE : CASE STUDY OF THAI LISTED COMPANIES IN SET 100	Sasivimol Meeamol
G4.4	16.30 – 16.50	IT GOVERNANCE TRANSITION ANALYSIS FROM ITIL TO COBIT: CASE STUDY BANKING INDUSTRY IN THAILAND	Saksri Zuurbier

(Up dated on the 19th May, 2011)