

PROGRAMME

The Creative Industries and Intellectual Property Conference 22-23 May 2008

Version: 3 April 2008

Please note that the programme may be amended

One session is 1 hour and 45 minutes: Each person has 15 min to present. After all presentations there is 30 minutes for questions and general debate

Day 1: May 22, 2008	Day 2: May 23, 2008
8:00 – 8.45: Conference registration	9:00 – 10:45: Plenary 5
8:45 – 9:00: Welcome	10:45 – 11:15: Coffee and tea
9:00 – 10:45: Plenary 1	11:15 – 13:00: Parallel 6a and 6b
10:45 – 11:15: Coffee and tea	13:00 – 14:00: Lunch
11:15 – 13:00: Plenary 2	14:00 – 15:45: Parallel 7a and 7b
13:00 – 14:00: Lunch	15:45 – 16:15: Coffee and tea
14:00 – 15:45: Parallel 3a and 3b	16:15 – 18:00: Plenary 8
15:45 – 16:15: Coffee and tea	FOLLOWED BY:
16:15 – 18:00: Plenary 4	18:00: Conference conclusion and
19:00: Conference dinner	Champagne reception

MAY 22, 2008

8:00 – 8:45

CONFERENCE REGISTRATION

8.45 – 9.00

WELCOME

9:00 – 10:45

PLENARY 1: Intellectual Property Users in the Creative Industries

Chair: TBC

1. Innovation and globalization and user-involvement in the creative industries' markets (Working title)
 - Ed Steinmueller (**TBC**): Science and Technology Policy Research Unit (SPRU) and Executive of DIME Network of Excellence
2. Structural changes in the music industry and the opportunities for the least developing countries: experiences from the UN (abstract) (paper)
 - Zeljka Kozul-Wright: UNCTAD, United Nations (Switzerland)
 - Diana Barrowclough: UNCTAD, United Nations (Switzerland)
3. The effect of file sharing on the sale of entertainment products: the case of recorded music and movies (abstract) (paper)
 - Felix Oberholzer-Gee: Harvard University (USA)
 - Koleman Strumpf: University of Kansas (USA)
4. The effect of music downloading on the strength of the copyright (abstract) (paper)
 - Birgitte Andersen: Birkbeck College, University of London (UK)
 - Marion Frenz: Birkbeck College, University of London (UK)
5. Users' right, corporate power, creativity and the public domain (Working title) (abstract) (paper)
 - Fiona Macmillan: Pro Vice Master for Research at Birkbeck College, University of London (UK)

10:45 – 11:15
BREAK: COFFEE AND TEA

11:15 – 13:00

PLENARY 2: The Economics and Uncertainty of the Creative Industries

Chair: TBC

1. IPRs for creativity in the world economy: experiences from the WIPO (Working title) (abstract) (paper)
 - Dimiter Gantchev: World Intellectual Property Organization (WIPO) (Switzerland)
2. Creativity and IP in arts and sciences - some economic puzzles and paradoxes (abstract) (paper)
 - Ove Granstrand: Chalmers University (Sweden)
3. The difference principle: shaping competitive advantage in the cultural product industries (abstract) (paper)
 - Dominic Power: Uppsala University (Sweden)
4. The role of risk and uncertainty in the creative industries (abstract) (paper)
 - Anna Dempster: Birkbeck College, University of London (UK)
5. Intellectual property rights and industry evolution: The case of the recorded music industry (abstract) (paper)
 - Joseph Lampel: Cass Business School, City University (UK)
 - Ajay Bhalla: Cass Business School, City University (UK)
 - Jha Pushkar: University of Newcastle Business School (UK)

13:00 – 14:00
BREAK: LUNCH

14:00 – 15:45

PARALLEL SESSION 3A: Markets and Appropriation

Chair: TBC

1. “Monometapology: the economic impact of the recording industry on the music market” (abstract) (paper) (abstract) (paper)
 - Thierry Rayna: Imperial College (UK)
 - Ludmila Striukova: University College London (UK)
2. Piracy and creativity in the music industry: threat or opportunity? (abstract) (paper)
 - Paola Dubini: Bocconi University (Italy)
 - Francesco Saviozzi: Bocconi University (Italy)
 - Maurizio Borghi: Brunel University (UK)
3. Solutions to P2P copyright crisis (abstract) (paper)
 - Xie Lin: Chinese University of Hong Kong (China)
4. Piracy and outlaw community innovations (abstract) (paper)
 - Stefan Wagner: University of Munich (Germany)
 - Celine Schulz: University of Munich (Germany)
5. Game is not over yet: software patents and their impact on video game industry in Europe (abstract) (paper)
 - Yan Huang: National University of Singapore (Singapore)

PARALLEL SESSION 3B: Creativity, Innovation and Performance

Chair: TBC

1. Conditions of success and failure of collaborations between business firms and design consultancies (abstract) (paper)
 - Davide Ravasi: Bocconi University (Italy)
 - Alessia Marcotti: Bocconi University (Italy)
 - Ileana Stigliani: Bocconi University (Italy)
2. Do trademarks and design registration provide a better perspective on national innovation activity? (abstract) (paper)
 - Finbarr Livesey: University of Cambridge (UK)
 - James Moultrie: University of Cambridge (UK)
3. Explaining differences in the market structure for customized software and IT services: standards, licenses, capabilities, transactions, institutions (abstract) (paper)
 - Fred Guy: Birkbeck College, University of London (UK)
4. Is creation an industry? (abstract) (paper)
 - Alan Freeman: The University of Greenwich (UK)
5. The “non-creative” performance of creative business and protection of intellectual property rights (IPRs) (abstract) (paper)
 - Kai Liu: London College of Communication (UK)

15:45 – 16:15

BREAK: COFFEE AND TEA

16:15 – 18:00

PLENARY 4: Stakeholders and IP law

Chair: TBC

1. Creative Industries and Digital Copyright Reform (abstract) (paper)
 - Peter Yu: Drake University (USA)
2. IPRs, capitalism and creative industries (Working title) (abstract) (paper)
 - Benjamin Coriat: University of Paris (France)
3. Copyright and authors (Working title) (abstract) (paper)
 - Martin Kretschmer: Bournemouth University (UK)
4. Copyright and creativity (Working title) (abstract) (paper)
 - Johanna Gibson: Queen Mary, University of London (UK)
5. The ugly head of creativity (abstract) (paper)
 - Stuart Macdonald: Sheffield University (UK)

19:00

CONFERENCE DINNER at Courthouse Kempinski

- Buffet will be served in Courtroom no 1 (named the Silk Room) and the Victorian waiting room where the great (Napoleon III, Oscar Wilde) and famous (John Lennon, Mick Jagger) and not so good pleaded their case.
- After the dinner you may wish to visit the prison cells, which today is connected to a contemporary bar.

MAY 23, 2008

9:00 - 10:45

PLENARY 5: Innovation Systems and Competitiveness

Chair: TBC

1. Management research priorities in the creative Industries: a consultative review (abstract) (paper)
 - Jonathan Sapsed AIM: University of Brighton (UK)
 - Juan Mateos-Garcia Research Officer, University of Brighton (UK)
 - Richard Adams: University of Brighton and Cranfield University (UK)
 - Andy Neely: Cranfield University (UK)
2. "Defining the Creative Industries – their role in London and beyond"
 - Simon Roodhouse: Director of the Creative Industries Observatory (CIO)
3. Enterprise by 'industrial' design: creativity and competitiveness in the Birmingham (UK) jewellery quarter (abstract) (paper)
 - John R. Bryson: The University of Birmingham (UK)
 - Michael Taylor: The University of Birmingham (UK)
4. Testing the over- and under-exploitation hypotheses: bestselling musical compositions (1913-32) and their use in cinema (1968-2007) (abstract) (paper)
 - Paul J. Heald: University of Georgia (USA)
5. The dynamics of industry architecture (Working title) (abstract) (paper)
 - Michael J. Jacobides: London Business School (UK)

10:45 – 11:15

BREAK: COFFEE AND TEA

11:15 – 13:00

PARALLEL SESSION 6A: Fashion and Trends in the Creative Industries

Chair: TBC

1. Intellectual property rights on creativity and heritage: the case of fashion industry (abstract) (paper)
 - Christian Barrère: Université de Reims (France)
2. Creativity in Second Life: The virtual world as a site of experimentation for fashion start-ups
 - Sofia Gkioussou: Birkbeck College, University of London (UK)
3. Author's right and creative incentives: the case of gastronomy (abstract) (paper)
Veronique Chossat: University of Reims (France)
4. Creativity and intellectual property in the advertising industry: a case study from Turkey (abstract) (paper)
 - Ozlem Kacar: Istanbul Bilgi University (Turkey)
 - B.Can Karahasan: Istanbul Bilgi University (Turkey)
5. Entrepreneur's size limiting strategy in micro design businesses in London's design cluster (abstract) (paper)
 - Rachel Smart: Birkbeck College, University of London (UK)

PARALLEL SESSION 6B: Dynamics of Creative Organization

Chair: TBC

1. Path dependence of dubbing in the German film market (abstract) (paper)
 - Miika Blinn: Free University of Berlin (Germany)
2. Swarm creativity - The legal and organizational challenges of open content film production (abstract) (paper)
 - Irene Cassarino: Politecnico di Torino (Italy)
 - Wolf Richter: University of Oxford (UK)
3. Intellectual property and the music cluster organization new paradigm: agents' motivations and creativity (abstract) (paper)
 - Pedro Costa: ISCTE/DINÂMIA – Research Centre on Socioeconomic Change (Portugal)
 - Nuno Teles: ISCTE/DINÂMIA – Research Centre on Socioeconomic Change (Portugal)
 - Bruno Vasconcelos: ISCTE/DINÂMIA – Research Centre on Socioeconomic Change (Portugal)
4. Networks, creativity and all that jazz (abstract) (paper)
 - David Grandadam: Universite Louis Pasteur, Strasbourg (France)
5. User involvement, industry life cycle, and lock-in: the case of the Japanese video game industry (abstract) (paper)
 - Yuko Aoyama: Clark University (USA)
 - Hiro Izushi: Aston University Birmingham (UK)

13:00 – 14:00

BREAK: LUNCH

14:00 – 15:45

PARALLEL SESSION 7A: Industry structures, IP institutions and capabilities

Chair: TBC

1. Global reuse and adaptation in the creative industries – Three further arguments against intellectual property based on lessons from China
 - Lucy Montgomery: Queensland University of Technology (Australia)
 - Jason Potts: Queensland University of Technology (Australia)
2. Marketing strategies protect intellectual property of TV formats in the absence of any specific legal regime (abstract) (paper)
 - Sukhpreet Singh: Bournemouth University (UK)
3. Technology, copyright law and the future: the Australian music industry (abstract) (paper)
 - Ben O'Hara: Box Hill Institute (Australia)
4. Does institutional framework facilitate firm's dynamic capability of digital music services? (abstract) (paper)
 - Jong-Seok Kim: Manchester Business School (UK)
5. The concept of intellectual property in Germany - between culture production and creative industries (abstract) (paper)
 - Christiane Schnell: University of Bremen (Germany)

PARALLEL SESSION 7B: Strategies and business models for the Creative Industries

Chair: TBC

1. Management control in creative industries (abstract) (paper)
 - Isabella Grabner: Wirtschaftsuniversität Wien (Austria)
2. IPR and the dynamics of creation: the cases of videogames and of music industry (abstract) (paper)
Laurent Bach: Université Louis Pasteur, Strasbourg (France)
 - Patrick Cohendet : Université Louis Pasteur, Strasbourg (France)
 - Julien Pénin: Université Louis Pasteur, Strasbourg (France)
 - Laurent Simon: Université Louis Pasteur, Strasbourg (France)
3. Development of cultural production business model in digital technology (abstract) (paper)
 - Chun-Liang Chen: National Taiwan University (Taiwan)
 - Yi-Long Jaw: National Taiwan University (Taiwan)
 - Hui-Min Pan: Chinese Cultural University Taipei (Taiwan)
4. What is critical to success in the movie industry? A study on key success factors in the Italian motion picture industry (abstract) (paper)
 - Paolo Boccadelli: Luiss Guido Carli University (Italy)
 - Federica Brunetta: Catholic University of Rome "Sacro Cuore" and Luiss Guido Carli University (Italy)
 - Francesca Vicentini: University of Bologna and Luiss Guido Carli University (Italy)
5. Digital technologies and the conundrum of copyright and choreography (abstract) (paper)
 - Tatjana Byrne: Birkbeck College, University of London (UK)

15:45 – 16:15

BREAK: COFFEE AND TEA

16:15 – 18:00

Chair:

PLENARY 8: Institutions and the Organization of Creativity

Chair: TBC

1. The organization of creativity (Working title) (abstract) (paper)
 - Nelson Phillips: Imperial College (UK)
2. Competing on creativity: towards a definition and typology of creativity models (abstract) (paper)
 - Silviya Svejnova: Ramon Llull University (Spain)
 - Barbara Slavich: Bocconi University (Italy)
 - Marcel Planellas: Ramon Llull University (Spain)
3. A discursive approach to entrepreneurship and the emergence of organizational fields (abstract) (paper)
 - Raghu Garud: Pennsylvania State University (USA)
 - Theresa Lant: New York University (USA)
 - Henri A. Schildt: Imperial College London (UK)
4. Creativity in context: content, cost chance and collection in the cultural industries. Examples from the film industry (abstract) (paper)
 - Mark Lorenzen: Copenhagen Business School (Denmark)
5. Globalization, innovation, international affairs and business strategy in the creative industries (Working title)
 - George Yip: Dean of the Rotterdam School of Management Erasmus University

18:00

**CONFERENCE CONCLUSION AND
CHAMPAGNE RECEPTION**