

## PROGRAMME

# The Creative Industries and Intellectual Property Conference

London 22-23 May 2008

### Structure

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

<b>Day 1: May 22, 2008</b>	<b>Day 2: May 23, 2008</b>
8:15 – 9:00: Conference registration	9:00 – 10:45: Plenary 5 (Room B01 – basement)
9:00 – 9:15: Welcome	10:45 – 11:15: Coffee and tea
9:15 – 10:45: Plenary 1 (Room B01 – basement)	11:15 – 13:00: Plenary 6 (Room B01 – basement)
10:45 – 11:15: Coffee and tea	13:00 – 14:00: Lunch
11:15 – 13:00: Plenary 2 (Room B01 – basement)	14:00 – 15:45: Parallel 7A (Room G01 – ground floor) and 7B (Room 101 – first floor)
13:00 – 14:00: Lunch	15:45 – 16:15: Coffee and tea
14:00 – 15:45: Parallel 3A (Room G01 – ground floor) and 3B (Room 101 – first floor)	16:15 – 18:00: Plenary 8 (Room B01 – basement)
15:45 – 16:15: Coffee and tea	FOLLOWERED BY:
16:15 – 18:00: Plenary 4 (Room B01 – basement)	18:00: Conference conclusion and Champagne reception
19:30: Conference Dinner	

**MAY 22, 2008**

**8:15 – 9.00**

**CONFERENCE REGISTRATION**

**9:00 –9:15**

**WELCOME**

The organizers: Birgitte Andersen and Anna Dempster

**9:15 – 10:45 (Room B01 – basement)**

**PLENARY 1: Intellectual Property Users in the Creative Industries**

*Chair: Anna Dempster: Birkbeck College, University of London (UK)*

1. Creativity and the public domain

- Fiona Macmillan: Pro Vice Master for Research at Birkbeck College, University of London (UK)

2. Structural changes in the music industry and the opportunities for the least developing countries: experiences from the UN

- 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

- Felix Oberholzer-Gee: Harvard University (USA)
- Koleman Strumpf: University of Kansas (USA)

4. The effect of music downloading on the strength of the copyright

- Birgitte Andersen: Birkbeck College, University of London (UK)
- Marion Frenz: Birkbeck College, University of London (UK)

**10:45 – 11:15**

**BREAK: COFFEE AND TEA**

**11:15 – 13:00 (Room B01 – basement)**

**PLENARY 2: Winning Responses to Creative Industry Uncertainties**

*Chair: Helen Lawton Smith: Head of Management Department, Birkbeck College, University of London (UK)*

1. IPR and Creativity in the World Economy: A perspective from WIPO

- Dimiter Gantchev: World Intellectual Property Organization (WIPO) (Switzerland)

2. Intellectual property rights and industry evolution: The case of the recorded music industry

- Joseph Lampel: Cass Business School, City University (UK)
- Ajay Bhalla: Cass Business School, City University (UK)
- Jha Pushkar: University of Newcastle Business School (UK)

3. The difference principal: shaping competitive advantage in the cultural product industries

- Dominic Power: Uppsala University (Sweden)

4. Understanding Fashion Entrepreneurship

- Nelson Phillips: Imperial College (UK)
- Neri Karra: London College of Fashion, University of the Arts, London

5. Entrepreneurial Reactions to Uncertainty in the Creative Industries

- Anna Dempster: Birkbeck College, University of London (UK)

**13:00 – 14:00**  
**BREAK: LUNCH**

**14:00 – 15:45**

**PARALLEL SESSION 3A: Markets and Appropriation**  
**(Room G01 – ground floor)**

*Chair: Elena Kosmopoulou, The University of Manchester (UK)*

1. “Monometapology: the economic impact of the recording industry on the music market”
  - Thierry Rayna: Imperial College (UK)
  - Ludmila Striukova: University College London (UK)
2. Solutions to P2P copyright crisis
  - Xie Lin: Chinese University of Hong Kong (China)
3. Game is not over yet: software patents and their impact on video game industry in Europe
  - Yan Huang: National University of Singapore (Singapore)
4. Piracy and outlaw community innovations (abstract) (paper)
  - Stefan Wagner: University of Munich (Germany)
  - Celine Schulz: University of Munich (Germany)
5. Marketing strategies to protect intellectual property of TV formats in the absence of any specific legal regime
  - Sukhpreet Singh: Bournemouth University (UK)

**PARALLEL SESSION 3B: Dynamics of Creative Organization**  
**(Room 101 – first floor)**

*Chair: Reinhard Bachmann, University of Surrey (UK)*

1. Swarm creativity - The legal and organizational challenges of open content film production
  - Irene Cassarino: Politecnico di Torino (Italy)
  - Wolf Richter: University of Oxford (UK)
2. IPR and the dynamics of creation: the cases of videogames and of music industry
  - Laurent Bach: Universite Louis Pasteur, Strasbourg (France)
  - Patrick Cohendet : Universite Louis Pasteur, Strasbourg (France)
  - Julien Pénin: Universite Louis Pasteur, Strasbourg (France)
  - Laurent Simon: Universite Louis Pasteur, Strasbourg (France)
3. Path dependence of dubbing in the German film market
  - Miika Blinn: Free University of Berlin (Germany)
4. Networks, creativity and all that jazz
  - David Grandadam: Universite Louis Pasteur, Strasbourg (France)
5. Control of creativity-dependent work settings. Direct and indirect effects of creative task characteristics on control system design
  - Isabella Grabner: Wirtschaftsuniversität Wien (Austria)

15:45 – 16:15

**BREAK: COFFEE AND TEA**

16:15 – 18:00 (Room B01 – basement)

**PLENARY 4: Stakeholders in the creative economy and IP regulation**

*Chair: Lee Davis: Copenhagen Business School (Denmark)*

1. Creative Industries and Digital Copyright Reform
  - Peter Yu: Drake University (USA)
2. Copyright and authors
  - Martin Kretschmer: Bournemouth University (UK)
3. Copyright and creativity
  - Johanna Gibson: Queen Mary, University of London (UK)
4. Fair Copy? A Look at the Anti-Counterfeiting Lobby
  - Stuart Macdonald: Sheffield University (UK)
  - Tim Turpin: University of Western Sydney (Australia)
5. Beyond Creative Industries: Mapping The Creative Economy in the United Kingdom
  - Peter Higgs: Queensland University of Technology (Australia)
  - Stuart Cunningham: Queensland University of Technology (Australia)
  - Hasan Bakhshi: National Endowment for Science, Technology and the Arts (NESTA, UK)

19:30

**CONFERENCE DINNER**

**Courthouse Kempinski**

Address and local area map of the restaurant are in the conference pack.

- Buffet will be served in the Old Number One Court (the Silk) and the Victorian waiting room. This is where the great (Napoleon III, Oscar Wilde) and famous (John Lennon, Mick Jagger) and not so good pleaded their case.
- Before or 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 (Room B01 – basement)**

**PLENARY 5: Creative Industries and Competitiveness**

*Chair: Helen Carrier: Director of Risk and Regulation Analysis, The Department for Business, Enterprise and Regulatory Reform of the UK Government (UK)*

1. Management research priorities in the creative Industries: a consultative review
  - 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
  - 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)
  - Paul J. Heald: University of Georgia (USA)
5. The dynamics of industry architecture
  - Michael G. Jacobides: London Business School (UK)

**10:45 – 11:15**

**BREAK: COFFEE AND TEA**

**11:15 – 13:00 (Room B01 – basement)**

**PLENARY 6: Creativity, Innovation and Performance**

*Chair: Richard Coopey: The London School of Economics and Political Science (LSE), and Aberystwyth, The University of Wales (UK)*

1. Do trademarks and design registration provide a better perspective on national innovation activity?
  - Finbarr Livesey: University of Cambridge (UK)
  - James Moultrie: University of Cambridge (UK)
2. User involvement, industry life cycle, and lock-in: the case of the Japanese video game industry
  - Yuko Aoyama: Clark University (USA)
  - Hiro Izushi: Aston University Birmingham (UK)
3. Intellectual property and the music cluster organization new paradigm: agents’ motivations and creativity
  - 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. Conditions of success and failure of collaborations between business firms and design consultancies
  - Davide Ravasi: Bocconi University (Italy)
  - Alessia Marcotti: Bocconi University (Italy)
  - Ileana Stigliani: Bocconi University (Italy)
5. Is creation an industry?
  - Alan Freeman: Greater London Authority, London Development Agency (UK)

**13:00 – 14:00**  
**BREAK: LUNCH**

**14:00 – 15:45**  
**PARALLEL SESSION 7A: Industry structures, IP institutions and capabilities**  
**(Room G01 – ground floor)**

*Chair: Dean McFarlin: University of Dayton (USA)*

1. What is critical to success in the movie industry? A study on key success factors in the Italian motion picture industry
  - Paolo Boccaredelli: 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)
2. Technology, copyright law and the future: the Australian music industry
  - Ben O'Hara: Box Hill Institute (Australia)
3. Digital technologiess and the conundrum of copyright and choreography
  - Tatjana Byrne: Birkbeck College, University of London (UK)
  - Soo Hee Lee: Birkbeck College, University of London (UK)
4. Does rule of royalties facilitate dynamic capabilities of digital distribution management system? – In the case of Mobile Telecommunication Industry in South Korea
  - Jong-Seok Kim: Manchester Business School (UK)
5. The concept of intellectual property in Germany - between culture production and creative industries
  - Christiane Schnell: University of Bremen (Germany)

**PARALLEL SESSION 7B: Fashion and Trends in the Creative Industries**  
**(Room 101 – first floor)**

*Chair: Mahtab Farshchi: South Bank University of London (UK)*

1. Intellectual property rights on creativity and heritage: the case of fashion industry
  - 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
  - Veronique Chossat: University of Reims (France)
4. Creativity and intellectual property in the advertising industry: a case study from Turkey
  - 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
  - Rachel Smart: Birkbeck College, University of London (UK)

**15:45 – 16:15**  
**BREAK: COFFEE AND TEA**

**16:15 – 18:00 (Room B01 – basement)**

## **PLENARY 8: Institutions and the Organization of Creativity**

*Chair: Birgitte Andersen: Birkbeck College, University of London (UK)*

1. Creativity in context: content, cost, chance and collection in the cultural industries. Examples from the film industry

- Mark Lorenzen: Copenhagen Business School (Denmark)

2. A discursive approach to entrepreneurship and the emergence of organizational fields

- Raghu Garud: Pennsylvania State University (USA)
- Theresa Lant: New York University (USA)
- Henri A. Schildt: Imperial College London (UK)

3. Between fan culture and copyright infringement: Manga scanlation (abstract) (paper)

- Hye-Kyung Lee: Kings College, University of London (UK)

4. 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)

5. Creativity and IP in arts and sciences - some economic puzzles and paradoxes

- Ove Granstrand: Chalmers University (Sweden)

## **CONFERENCE CONCLUSION AND CHAMPAGNE RECEPTION**