Day 1: May 22, 2008

8:00 – 8.45: Conference registration
8:45 – 9:00: Welcome
9:00 – 10:45: Plenary 1
10:45 – 11:15: Coffee and tea
11:15 – 13:00: Plenary 2
13:00 – 14:00: Lunch
14:00 – 15:45: Parallel 3a and 3b
15:45 – 16:15: Coffee and tea
16:15 – 18:00: Plenary 4
19:00: Conference dinner

Day 2: May 23, 2008

9:00 – 10:45: Plenary 5
10:45 – 11:15: Coffee and tea
11:15 – 13:00: Parallel 6a and 6b
13:00 – 14:00: Lunch
14:00 – 15:45: Parallel 7a and 7b
15:45 – 16:15: Coffee and tea
16:15 – 18:00: Plenary 8

FOLLOWED BY:

18:00: Conference conclusion and
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. “Monometapololy: 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)

   - 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 Gkiousou: 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: 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. 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 Boccardelli: 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 techniess 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 Svejenova: 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