



THE EUROPEAN INSTITUTE FOR ADVANCED STUDIES IN MANAGEMENT

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PLACE DE BROUCKÈRE-PLEIN - 31 - 1000 BRUSSELS - BELGIUM - Tel: 32 2 2266660 - Fax: 32 2 5121929

3RD WORKSHOP ON VISUALISING, MEASURING, AND MANAGING INTANGIBLES & INTELLECTUAL CAPITAL

FERRARA, ITALY, OCTOBER 29-31, 2007

- IN COLLABORATION WITH
- UNDER THE AUSPICES OF
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IN COLLABORATION WITH



University of Ferrara

Faculty of Economics -Department of Economics
International Research Center on the Management of Public Administrations (CIRAMAP)

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UNDER THE AUSPICES OF



ACCADEMIA ITALIANA DI
ECONOMIA AZIENDALE

Italian Academy of Economia Aziendale (AIDEA)

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CHAIRPERSONS

Stefano ZAMBON

Università di Ferrara, Italy, Chair

Philip VERGAUWEN

Universiteit Hasselt, Belgium, Co-Chair

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INVITED KEY-NOTE SPEAKERS - FIRST PLENARY SESSION

Baruch LEV

Stern School of Business, New York University

Robert G. ECCLES

Perception Partners, Inc., and formerly Tenured Professor at Harvard Business School

&

Giampaolo TRASI & Alexander WELZL

Committee on Intellectual Capital of the European Federation of Financial Analysts Societies (EFFAS)

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INVITED KEY-NOTE SPEAKERS - FINAL PLENARY SESSION

Carol CORRADO

Federal Reserve Bank, U.S.A.

Yasuhito HANADO

Waseda University, Japan

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BACKGROUND

After two largely successful scientific events in 2005 (Ferrara) and 2006 (Maastricht), the annual EIASM Workshop on intangibles and intellectual capital research issues is affirming itself as the most important and consolidated regular occasion in Europe for scholars from different fields to present and discuss their works in such a rapidly expanding area.

The attendance of more than 100 scholars in each of the previous Workshops, as well as the submission of around 80 papers in both these instances, demonstrate the vitality of this research field and its continuous, and actually growing, appeal for scholarly inquiry.

Indeed, it is today generally recognised that business enterprises are rapidly changing, where the major drivers of such a discontinuity have an intangible nature and are largely dependent upon organisational knowledge creation, accumulation and appropriation (e.g. patents). Brands, research and innovation, quality of management, competencies and capabilities, organisational culture and climate are only a few examples of those decisive intangible assets. Firms are also becoming increasingly involved in complex networks of alliances deriving their value and growth primarily from intangibles. Knowledge intensive organizations in a multitude of industries – ranging from pharmaceutical, biotech, software up to education – have indeed solid economic reasons for developing and knowing more about their intangibles.

Also not-for-profit entities (such as universities, cities, regions, hubs) seem more and more often to realize that their very *raison d'être* is intangible in nature, that is to contribute to collective knowledge, well-being and well-offness.

A new research arena has therefore emerged and attracted the attention of a large and diversified number of scholars.

Alongside those well-known research issues, new intangibles-related topics appear to emerge and intertwine with the more explored ones. For instance, the role of technology (i.e., XBRL) and institutions (i.e., SEC, Japanese Governments, EFFAS) in pushing and expanding information on intangibles and IC and its uses and users; the macro-perspectives on intangibles measurement and management; the financial analysis of such information and its usefulness; the probing of the linkage between intangibles and value creation; the ambiguous relationship on theoretical and practical grounds of IC management reporting with sustainability, social, and environmental counterparts; the modelling, measurement, and management of risks conceived as intangible liabilities (e.g. reputational risk); and so on.

In the light of the above considerations, the 3rd EIASM Workshop on "Visualising, Managing, and Measuring

Intangibles and Intellectual Capital" intends to propose itself as a further step towards the widening and strengthening of the scholarly "intangibles community". A distinctive aspect of such a community is its profound interdisciplinary nature and its open attitude towards all the scientific areas and disciplinary angles in the studying of intangibles. In confirming this feature, this Workshop aims to attract all the scholars who wish to give a contribution to this field from various perspectives – offering them a unique platform to present their research plans and findings –, and to exchange views and ideas with colleagues of the same or other disciplines interested in intangibles and intellectual capital issues.

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CALL FOR PAPERS

In accordance with the spirit of the event, and consistently with the "tradition" of this Workshop series, all submission of papers dealing with visualising, measuring and managing intangibles and intellectual capital from a variety of theories, practices and research methods are relevant to the Ferrara Workshop. For mere reference, papers on the following types of issues, and possibly in a multi-disciplinary vein, are particularly welcomed:

- Concrete implementation of research concepts and methods, critical case studies, and essays on the theory-practice relationships in this field. E.g.:
 - innovative intellectual capital and intangibles management practices in selected regions of the world;
 - IC statements and their organisational, managerial and strategic roles;
 - measuring and managing intangibles in SMEs;
 - the relevance of intangibles for value creation in both profit and not-for-profit organizations (e.g. local authorities; museums and theatres, universities and research institutions);
 - intangibles and the management of meso-entities (e.g. hubs, cities, and regions);
 - entrepreneurship and intellectual capital in learning organizations;
 - linkages between accounting, finance, organisation, management, and policy making in practice;
 - financial analysis and information on intangibles and IC: does the latter make a real difference?
 - what do practitioners expect researchers to do?
- Technology, information systems, and intangibles. E.g.:
 - in which ways technological developments may impact on intangibles measurement, valuation, and management?
 - XBRL and intangibles information and disclosure;
 - information systems and their potential for the management and measuring of intangibles and IC;
 - continuous audit and reporting on intangibles.
- Innovative theoretical developments and research methods. E.g.:
 - role of social sciences and other disciplines in the research on intangibles;
 - comparative analysis of the various (theoretical and practical) approaches;
 - new theories and research methods for making intangibles visible, measurable and manageable;
 - modelling, measuring, and management of risks associated with intangible assets (e.g. reputational risk);
 - methodological issues in researching intangibles;
 - ways of improving the relevance, validity and reliability of theory-based (empirical and experimental) research;
 - innovative ways of conducting research on intangibles and intellectual capital in the various disciplines involved;
 - intangibles and social, environmental, and sustainability reporting;
 - intangibles and national statistics.

The submission deadline is over !!!

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BEST PAPER AWARDS

There will 3 competitions for best papers presented during the workshop.

1 - *"Best Junior Contribution to the Development of Intangibles and IC Theory and Practice"*

sponsored by PricewaterhouseCoopers.



2 - "*The KIZOK Award for the Best Paper on IC and Small and Medium Sized Businesses.*"

Sponsored by KIZOK, Universiteit Hasselt.



3 - "*Best contribution on "Performance Measurement and Valuation of Intellectual Capital"*"

Sponsored by the European Investment Bank



Winners of the Competitions will receive their Award during the final plenary session of the Workshop on Wednesday, October 31, 2007.

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PRACTICALITIES

The Workshop will start on Monday October 29 in the morning (exact time will be announced soon) and will be over on Wednesday, October 31 around 1pm.

LOCATION

The whole Workshop will take place in the **premises of the University of Ferrara**. The inaugural plenary session will take place at the Aula Magna of the University (Via Savonarola, 9), whilst the parallel sessions and the final plenary session will be carried out at the nearby new seat of the Faculty of Economics (Via Voltapaletto, 11) in a XV century palace right in the historical center of Ferrara (behind the Cathedral).

WORKSHOP DINNER

The Gala Dinner of the Workshop will occur in the evening of 30th October.

THE CITY

Often referred to as Italy's "best kept secret", the Ferrara historical center is inserted in the UNESCO World Heritage list. Reasons for such an international recognition include a gothic cathedral with a wonderful façade; an original medieval castle with a moat around it; an Opera House ("Teatro comunale") that is amongst the most important of the country; a 1391-founded University where also Copernicus graduated; a nearly intact 12 Km. ring of medieval walls upon which one can take a stroll or jog, or even bike (the typical transportation means in Ferrara is in fact the bicycle, which is used virtually by everybody independently of age). Most recently, Ferrara has been chosen as the location of the Italian branch of the Museum Hermitage.

JOINING INSTRUCTION

BY TRAIN

Ferrara is on the direct railway line connecting Rome to Florence, Bologna, Padua and Venice. From Milan one has to change in Bologna. By train Ferrara is distant 25 minutes from Bologna, 50 minutes from Padua, 1 hour and 20 minutes from Venice, 1 hour and a half from Florence, 3 hours and 10 minutes from Rome, and 2 hours and a half from Milan.

BY AIR

The closest airport is Bologna (40 Km. south of Ferrara). From there the town can be reached by train or taxi. If the latter is your preferred choice, please consider that the Faculty has an agreement with a taxi company for 70 euros one way from Bologna airport to Ferrara downtown.

Other good options are the airports of Venice (about 100 kilometres), Verona, and Florence.

BY CAR

Ferrara is conveniently located on the motorway A14 connecting Bologna to Padua and Venice. There are two exits (Ferrara Nord and Ferrara Sud). From Brennero and Verona the easiest is to take the motorway to Bologna (the so-called Brennero-Modena motorway), and once there get to the A14 motorway heading north

ACCOMMODATION

For details about accommodation, [please click HERE](#)

FEES

For participants affiliated with an institution that is member or associate member of the EIASM's Academic Council	220 €
For participants coming from another academic institution	260 €

Cancellations made before **October 16, 2007** will be reimbursed minus 20% of the total fee. No reimbursement will be possible after that date.

Payments should be made by :

- Transfer into the EIASM bank account: **424-5533281-33 - (IBAN: BE79 4245 5332 8133)** with the KBC bank, Avenue Marnix 31, 1000 Brussels, Belgium, BIC/SWIFT-address: KREDBEBB. (*In case of bank charges, they should be paid by the payor*)
- The following credit cards: Visa or Eurocard/Mastercard/Access

REGISTER ONLINE PRINT REGISTRATION FORM

ADMINISTRATION

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