



Institute for
Management of
Innovation and
Technology

Institute of Innovation and Entrepreneurship, University of Gothenburg / IMIT
Wednesday 9 December and Thursday 10 December 2009

Business in Asia: A Global Shift in the Knowledge Economy

Asia represents a global shift in the knowledge economy. Recent research predicts they will become a future powerhouse due to their position as a leading source of knowledge for business (Dicken 2004; Engardio 2007; Rasiah et al 2008; Schwaag-Seger and Wikman 2005). This relevant knowledge for business is about scientific and technological knowledge, but also about the customers and societies in these rapidly expanding markets. This shift will deeply affect firm strategy, markets, profitability, societal growth, innovation networks, and so on within Europe and the USA.

Themes:

- 1) Asia – Growing economic powers and a new engine for knowledge and technology**
Green cities; Asian innovation networks; Customer power; Emerging markets; Demand push (T1)
- 2) Global structural transformation**
Displacement of global knowledge nodes from Europe and USA to Asian countries lead to structural transformation of industries, goods and services; Policy responses. (T2)
- 3) Changing conditions for innovation – local, national and global adaptation and repositioning**
Responses: challenges and opportunities for universities and companies (T3)

Schedule:

Wed 9 December

11.00 -13.00

Registration and light lunch

13.15

Welcome: Prof. Mats Magnusson (IMIT/Chalmers) and Prof. Maureen McKelvey (IIE/GU)

13.45 -15.30

Lars Frederiksen - *Innovation in China: Masterplanning Ecocities*

Discussant: Mats Magnusson and Maureen McKelvey

15.30 – 16.00

Coffee

16.00 – 17.30

T1 Chen Yun-Chung, Jan Vang and Cristina Chaminade - *Globalization of Innovation and Regional Innovation Systems: Lessons from the new China*

T1 Pun-Arj Chairatana - *From Knowledge Economy to Creative Economy: Dilemma of Innovation System in Thailand*

Discussant: Annika Rickne

T2 Sharmistha Bagchi-Sen - *Internationalization of Indian Pharmaceuticals*

T2 Kavita Mehra and Nitu Singh - *Emergence of India as a Global Player in Biotechnology Sector*

Discussant: Patrik Ström

17.30-19.00

T3 Federico Caviggioli - *International Patent Extensions: Foreign Applications at the Japan Patent Office*

T3 Waltraut Ritter - *The Intellectual Capital of ASEAN – A Knowledge Economy Perspective*

T3 Curt Nestor – *FDI in Vietnam*

Discussant: Jens Laage-Hellman

T2 Hubert Schmitz, Ruy Quadros and Rasmus Lema - *How the re-organization of the Innovation processes in OECD Countries contributes to the build-up of innovation capabilities in Brazil and India*

T2 Yumiko Okamoto - *The Geography of Biotechnology: Lessons to Learn from Europe for Promoting Science-based Industry in Asia*

Discussant: Sharmistha Bagchi-Sen

19.00

Dinner at Liseberg

Thur 10 December

09.00-10.00

Naubahar Sharif - *Innovation Strategy and Industrial Dynamics: The Case of Hong Kong-Owned Manufacturing in Guangdong Province, China*

Discussant: Jan Vang

10.00 – 10.30

Coffee

10.30-12.00

T3 Patrik Ström and Mirko Ernkvist - *Internationalization of the Korean online Game Industry: The Case of NCsoft*

T3 CJ Lee and Kamaruding Abdulsomad - *System Integration and Open Innovation of Local Firm in Malaysia*

Discussant: Inge Ivarsson

T1 Inge Ivarsson– *Supplier and multinational companies*

T1 Rasmus Lema - *Outsourcing and Innovation in the Indian Software Industry*

T1 Magnus Johansson and Maureen McKelvey - *The Emergence of Chinese Truck Manufacturer: Reaching out – From Local to Global Competitors*

Discussant: Lars Frederiksen

12.00 – 13.15

Lunch

13.45 -15.30

T1 Azhar Harun - *Malaysia as a developed Nation by the year 2020: Adopting Best Practices Approach and Enhancing Industrialization Sector*

T1 Rishi Kochhar, Poonam Arora Siddhant Srivastava - *Information Technology – New Engine of Knowledge in India: A Case for Financial Sector Growth*

Discussant: Christina Chaminade

T3 John Qi Dong - *Gender Sensitivity of Technology Transfer in Asia*

T3 Chia-Hun Yang, Joseph Z. Shyu - *The role, Typology and System Competence Building of Innovation Intermediation in Taiwan*

Discussant: Yumiko Okamoto

15.30 – 16.00

Coffee

16.00 - 17.00

David Gosset

18.00

Closing: Prof. Mats Magnusson (IMIT/Chalmers) and Prof. Maureen McKelvey (IIE/GU)

Scientific Committee:

Prof. Claes Alvstam (GU, Sweden)

Assoc. Prof. Naubahar Sharif (HKUST, Hong Kong)

Dr. Sylvia Schwaag-Serger (VINNOVA)

Prof. Sharmistha Bagchi-Sen (SUNY, USA)

Prof. Yumiko Okamoto (Doshisha, Japan)

Prof. Rajah Rasiah (UM, Malaysia)

Host and Organizers:

The workshop is jointly hosted by the Institute of Innovation and Entrepreneurship (IIE), School of Business, Economics and Law, University of Gothenburg and Institute for Management of Innovation and Technology (IMIT) – in co-operation with VINNOVA (the Swedish Governmental Agency for Innovation Systems). There is no fee, due to generous support from Jan Wallanders och Tom Hedelius Foundation and Tore Browalds Foundation (Sweden). Participants will pay for their travel and accommodation, but travel grants may be given in special cases – apply when you submit.

Organizing committee:

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www.imit.se and www.handels.gu.se/ije. Selected papers will be submitted for publication.

Instructions:

Each presenter has maximum 20 minutes for their presentation. Discussants then have 10 minutes to start the discussion, followed by 10 minutes general discussion. The discussant is also chairing the session.