



Università
Ca' Foscari
Venezia

1ST JOURNAL OF MANAGEMENT AND GOVERNANCE CONFERENCE

Venice

9 - 10 October 2009

"Governing Strategy and Knowledge: Tools and Methodologies"

The role of knowledge in generating a sustainable competitive advantage has been widely acknowledged by research. However, the question whether and, if so, how, strategic and knowledge management can be intertwined via effective tools and methodologies has not yet received great attention from the managerial disciplines. The conference aims at contributing to fill this gap, discussing contributions proposing, experimenting and assessing the effectiveness of, tools and methodologies aimed at supporting the governance of strategy and knowledge relationship.

CONFERENCE PROGRAM

October 9th, 2009 – Friday

9:30 – 11:00	Registration
11:00 – 11:30	Welcome address
11:30 – 13:00	Plenary session
13.00 – 14.00	Lunch
14:00 – 16:00	Parallel sessions
16:00 – 16:30	Coffee Break
16.30 – 18.30	Parallel sessions
20.00	Social Dinner

October 10th, 2009 - Saturday

9:30 – 10:30	Plenary session
10:30 – 11:00	Coffee Break
11:00 – 13:00	Parallel sessions

Journal of
Management
and Governance

Springer
the language of science



CA' FOSCARI FORMAZIONE E RICERCA

SSE
Scuola
Superiore di
Economia

Advanced School of
Economics in Venice



CONFERENCE PROGRAM

OCTOBER 9TH, 2009 – FRIDAY

TIME		ROOM
9.30 - 11.00	Registration	Ca' Dolfin - Reception Desk
11.00 - 11.30	Welcome addresses Pier Francesco Ghetti <i>Rector University "Ca' Foscari" of Venice</i> Anna Comacchio <i>Italy national representative of EURAM</i> Roberto Di Pietra <i>Editor in chief of JMG</i> Carlo Bagnoli <i>Scientific committee</i>	Ca' Dolfin - Aula Magna
11.30 - 13.00	Plenary Session Joseph Lampel <i>City University London, UK</i> "Design Contests and the New Knowledge Economy" Cristopher Chapman <i>Imperial College London, UK</i> "Costing and Governance: Activity Based Costing in the Health Sector"	Ca' Dolfin - Aula Magna
13.00 - 14.00	Light Lunch	
14.00 - 16.00	Parallel Session	
SESSION 1		Ca' Dolfin - Aula Magna
VISUALISING STRATEGY AND KNOWLEDGE		
Chair	Joseph Lampel <i>City University London, UK</i>	
Papers	Michael Page <i>University of Portsmouth</i> , Laura F. Spira <i>Oxford Brookes University</i> "Visualising corporate governance, strategy and knowledge management" Giovanna Mariani <i>University of Pisa</i> "The Business Plan Process as "Knowledge Driver" in the Company Life Cycle" Marco Vedovato, Carlo Bagnoli <i>University "Ca' Foscari" of Venice</i> "Visualising the strategic transformation: a case study"	
SESSION 2		Ca' Foscari - Aula "Mario Baratto"
KNOWLEDGE IN GLOBAL VALUE CHAINS		
Chair	Anna Comacchio <i>University "Ca' Foscari" of Venice</i>	
Papers	Marco Bettiol <i>University of Padova</i> , Maria Chiarvesio <i>University of Udine</i> , Stefano Micelli <i>University "Ca' Foscari" of Venice</i> "The role of design in upgrading within Global Value Chains. Evidence from Italy"	

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Roberto Grandinetti *University of Padova*

“Knowledge-intensive business services as local/global cognitive interfaces”

Tiziana Di Cimbrini *University of Teramo*

“Managing new products development (NPD) projects in Global Value Chains: a theoretical framework in a knowledge management perspective”

Francesco Napoli *University of Calabria, Rende, Cosenza*

“The Importance of Knowledge in firm strategies of Italian Industrial Districts”

SESSION 3

Ca' Foscari - Sala Consiglio

KNOWLEDGE AND GOVERNANCE

Chair **Roberto Di Pietra** *University of Siena*

Papers **Giorgia D'Allura** *University of Catania*

“Governing Strategy and Knowledge in Family Firms: the potential tool of family diversity”

Valentina Della Corte, Mauro Sciarrelli *University of Napoli “Federico II”*

“Relational knowledge and governance Choices”

Alessandro Carretta, Vincenzo Farina *University of Rome “Tor Vergata”*

Paola Schwizer *University of Parma*

“Strategic frames in banking industry: Does board composition matter?”

16.00 - 16.30

Coffee Break

16.30 - 18.30

Parallel Session

SESSION 4

Ca' Dolfi - Aula Magna

KNOWLEDGE IN ACTION

Chair **Cristopher Chapman** *Imperial College London, UK*

Papers **Jean-Jacques Chanaron** *Grenoble Ecole de Management, France*, **David**

Birchall, George Tovstiga *Henley Business School, Henley-on-Thames, UK*

“Dilemmas Challenging Executives in the Design of a Metrics Schema for the Governance of Innovation”

Paul Palmer, Robert Melville, Johanna Schofer, Chun-Yi *Cass Business School*, **Stephen Gilbert** *Chief Executive & Secretary Printers' Charitable Corporation*

“Putting practice into theory: an evaluation of strategic change in the Third Sector”

Riccardo Silvi, Franco Visani, Monica Bartolini *University of Bologna*

“Examining knowledge management in action: Italian ERP uptake and implication for management accounting”



SESSION 5

Ca' Foscari - Aula "Mario Baratto"

KNOWLEDGE AND STRATEGY

- Chair** **Tina Dacin** *Queen's School of Business, Canada*
- Papers** **Anna Comacchio, Andrea Pontiggia** *University "Ca' Foscari" of Venice*
 "Time and discontinuity: Neglected Variables of knowledge governance"
- Gustav Kastberg** *Lund University*
 "Understanding exploration and exploitation as a process"
- Giuseppe Volpato** *University "Ca' Foscari" of Venice*
 "Epistemological Problems on Strategic Thought: The Concept of Rationality in the Knowledge Management Era"

SESSION 6

Ca' Foscari - Sala Consiglio

KNOWLEDGE AND STRATEGIC DECISION MAKING

- Chair** **Lino Cinquini** *Scuola superiore Sant'Anna, Pisa*
- Papers** **Federica Ricceri** *University of Padova*, **Rodney Coyte, James Guthrie**,
University of Sydney
 "Knowledge Management and Intellectual Capital in SME's"
- Paolo Canonico** *University of Napoli "Federico II"*, **Jonas Söderlund**
Norwegian School of Management
 "Knowledge governance in research-oriented MPOs: preliminary reflections on community vs. market-like incentives"
- Giampaolo Abatecola, Sara Poggesi** *University of Rome "Tor Vergata"*,
Gabriele Mandarelli *University of Rome "La Sapienza"*
 "Improving knowledge on upper echelons' personality-based strategic decision making: A cross-disciplinary systematic literature review"

19.15

Ca' Foscari - Hall

Taxi boat transfer to Istituto Alberghiero "Barbarigo - Sarpi"

20.00

Social dinner

Istituto Alberghiero "Barbarigo - Sarpi"

OCTOBER 10TH, 2009 – SATURDAY

TIME	ROOM
9.30 - 10.30	Plenary Session Ca' Dolfin - Aula Magna Tina Dacin <i>Queen's School of Business, Canada</i> "Custodianship of Organizational Knowledge"
10.30 - 11.00	Coffee Break
11.00 - 13.00	Parallel Session
SESSION 1	Ca' Dolfin - Aula Magna

KNOWLEDGE AND STRATEGY RENEWAL PROCESS

Chair	Hanno Roberts <i>Norwegian School of Management</i>
Papers	Alessio Bruno, Carmine Garzia <i>University of Lugano</i> "Balancing Knowledge Exploration and Exploitation in Strategy Renewal Process. A System Dynamics Approach" M. Laura Frigotto, Graziano Coller, Paolo Collini <i>University of Trento</i> "Knowledge over Business. The impendent role of the Management Control System in strategic renewal" Andrea Lionzo, Francesca Rossignoli <i>University of Verona</i> "Strategic renewal through knowledge integration in family firms: an application of the 4I model"

SESSION 2	Ca' Foscari - Aula "Mario Baratto"
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KNOWLEDGE AND COMMUNITIES OF PRACTICES

Chair	Roberto Grandinetti <i>University of Padova</i>
Papers	Angelo Di Gregorio, Andrea Bonomi, Fabio Sartori <i>University of Milano "Bicocca", Ilenia Bregoli CRIET - Centro di Ricerca Interuniversitario in Economia del Territorio, Milano</i> "A Knowledge Management Approach for Product and Brand Management" Maria Cristina Longo <i>University of Catania, Alessandro Narduzzo</i> <i>University of Bolzano</i> "Discovering Communities of Practice in the Contexts of Creativity and Innovation. The Italian Research Centres experience" Marco Bettiol, Silvia Rita Sedita <i>University of Padova</i> "Communities of practice at work. Structure, strategy and performance of a design community"

SESSION 3	Ca' Foscari - Sala Consiglio
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KNOWLEDGE AND MANAGEMENT TOOLS

Chair	Paolo Collini <i>University of Trento</i>
Papers	Sergio Barile <i>University of Rome "La Sapienza"</i> "Diagnostic-Cube-vSa. An interpretative model to solve problems of the organisations"



Roberto Biloslavo *University of Primorska*

“Implication of Knowledge Transfer for Organizational Effectiveness: A Case Study”

Nicola Castellano, Roberto del Gobbo *University of Macerata*

“Structural Neural Networks as a Knowledge Management Tool: a case study”

Cristina Simone, Luca Proietti *University of Rome “La Sapienza”*

“Assessing knowledge strategy openness degree: Towards a multidimensional model of analysis”

SCIENTIFIC COMMITTEE

Carlo Bagnoli
Hanno Roberts
Rosario Faraci

University “Ca’ Foscari” of Venice
Norwegian School of Management
University of Catania

ORGANISING COMMITTEE

Marco Vedovato
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Ca’ Foscari Formazione e Ricerca S.r.l
POLINS, Polo Innovazione Strategica, Portogruaro (Venezia)
POLINS, Polo Innovazione Strategica, Portogruaro (Venezia)

CONFERENCE ROOMS

The conference will take place in the recently refurbished historical building of Ca' Foscari, giving the name to the University, and in the building of Ca' Dolfin where will take place the Plenary session (Aula Magna).

Parallel session will take place in rooms "Baratto", "Sala Consiglio" and "Aula Magna - Ca' Dolfin". Room "Baratto", recently redecorated according to the 1937 project from Carlo Scarpa, offer a unique view on the Gran Canal.

TOURISTIC INFORMATION

An assistance service is available for any logistical needs or touristic information at Park Viaggi Agency in Venice.

PARK VIAGGI Agency:

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Opening Hours:

from Monday to Friday

9.00 a.m. - 7.00 p.m.

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