



**TECHNISCHE
UNIVERSITÄT
DRESDEN**



**UNIVERSITY
OF
FERRARA**

**5th EUROPEAN INSTITUTE FOR ADVANCED STUDIES IN MANAGEMENT (EIASM)
WORKSHOP on**

***Visualising, Measuring, and Managing
Intangibles and Intellectual Capital***

Dresden (Germany), 8-9 October 2009

In collaboration with

Faculty of Business and Economics, TU Dresden, Germany

Faculty of Economics, University of Ferrara, Italy

With the General Sponsorship of:

KIZOK and Friends of TU Dresden

SCIENTIFIC PROGRAMME

Thursday, 08 October 2009

Hörsaalzentrum HSZ (Lecturing Hall 3, Hörsaal 3), TU Dresden, Bergstrasse

8h00 - 9h00	Registration on the Front Desk, Lecturing Hall, Ground Floor, TU Dresden
09h00 - 11h00	Lecturing Haal H03, Hörsaalzentrum, TU Dresden, Bergstrasse <u>Welcome Address:</u> - Stefano Zambon, University of Ferrara & Thomas Guenther, TU Dresden (Workshop Chairs) - Pro-Rector of the TU Dresden, Prof. Dr. Curbach <u>Inaugural Plenary Session: "Two different looks on Intellectual Capital"</u> Key-Note Speakers <ul style="list-style-type: none">- Kai Mertins (Fraunhofer Institute IPK, Germany): "Wissensbilanz – The German Approach"- Roberto Verganti (Politecnico di Milano, Italy): "Creating and Capturing Value from Design"
11h00 - 11h30	Coffee break (Ground Floor)

11h30 - 13h00	Room 101 Parallel A 01: Topic: Financial Accounting Research Chair: Vergauwen Papers: a) Papa/Dell'Atti/ /Luisi b) Di Giampaolo c) Vergauwen/van der Wielen/ Cordazzo	Room 103 Parallel A 02: Topic: IC and CSR Chair: Moeller Papers: a) Gallardo-Vázquez b) Gamerschlag/Moeller/ Verbeeten c) Albers d) Guiral/Rodgers/Choi	Room 105 Parallel A 03: Topic: Innovation Chair: Bellora Papers: a) Casalegno/Büchi/ Cerruti/Pellicelli b) Wollersheim/Rieser/ Barthel c) Bellora d) Veenendaal/van Velzen/Loosie	Room 108 Parallel A 04: Topic: Measurement of IC Chair: Landriani Papers: a) b) Landriani/Lepore c) Schaffhauser-Linzatti/ Mastroleo/Veltri
13h00 - 14h30	Lunch in the Lecturing Hall (Ground Floor)			
14h30 - 16h00	Room 101 Parallel B 01: Topic: IC and Financial Markets Chair: Rodgers Papers: a) Rodgers b) Sancetta c) Fischer/Sterzel	Room 103 Parallel B 02: Topic: IC Management Chair: Holland Papers: a) Mention b) Holland c) Meijerink/Bandarouk/ Loise	Room 105 Parallel B 03: Topic: Measurement of IC Chair: Spies Papers: a) Bretscher b) Spies c) Veng Söberg	Room 108 Parallel B 04: Topic: Knowledge Management Chair: Ricci Papers: a) Pawlowsky b) Brooking c) Rossi/Trequatrini/Ricci
16h00 - 16h30	Coffee break (Ground Floor)			

16h30 - 18h30	Room 101 Parallel C 01: Topic: Financial Accounting Research R&D Chair: Schultze Papers: a) Rossi b) Perozzi/Lucianetti/Coco/Minunno c) Ordosch d) Dinh Thi/Schultze	Room 103 Parallel C 02: Topic: Knowledge Management Chair: Hyyppia Papers: a) Nouman I b) Hyyppia/Pekkola c) Vanharanta/Kantola/Karwowski d) Lehtonen	Room 105 Parallel C 03: Topic: IC Management Chair: Durst Papers: a) Kovacic b) Vlismas/Zorgios/Venieris c) Lund d) Durst/Wilhelm	Room 108 Parallel C 04: Topic: Marketing Chair: Verbeeten Papers: a) Butchart/Wardner b) Parisi c) Raithel/Scharf d) Verbeeten/ Terpstra
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19.30 h *Workshop Dinner at Taschenberg Palais (Hotel Kempinski), Taschenberg 3, 01067 Dresden*
<http://www.kempinski-dresden.de>

Friday, 09 October 2009

Hörsaalzentrum HSZ (Lecturing Hall 3, Hörsaal 3), TU Dresden, Bergstrasse

08h30 - 10h30	Room 101 Parallel D 01: Topic: Financial Accounting Research Goodwill Chair: Ott Papers: a) Ott b) Voeller/Grathwohl c) Gelmini/Grechi d) Silverstri	Room 103 Parallel D 02: Topic: IC Statements Chair: Altenburger Papers: a) Altenburger/Podda/Schaffhauser-Linzatti b) Leitner c) Bronzetti/Veltri/Sicoli d) Nardo/ Veltri	Room 105 Parallel D 03: Topic: Knowledge Management Chair: Catalfo Papers: a) Bürkland b) Catalfo c) Gianecchini/Gubitta d) Gannon/Lynch/Harrington	Room 108 Parallel D 04: Topic: Accounting Research (8.30-9.30) Chair: Schiemann Papers: a) Schiemann/Günther b) Stacchezzini/Lai Topic: IC in NPOs (9.30-10.30) Chair: Schröder Papers: c) Schröder d) Sillanpää
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10h30 - 11h00	Coffee break (Ground Floor)			
11h00 - 12h30	Room 101 Parallel E 01: Topic: Financial Accounting Research Chair: Aprile Papers: a) Steeger/Schultze/Eierle b) Frey/Oehler c) Aprile	Room 103 Parallel E 02: Topic: IC and Financial Markets Chair: Gumb Papers: a) Gumb/Desmoulins-Lebeault b) Ivashkovskaya/Ivaninskiy/Tyurina c) Puntillo	Room 105 Parallel E 03: Topic: IC in SMEs Chair: Wulf Papers: a) Wulf/Pfeiffer/Kivikas b) Turco/Fasiello c) Weir/Huggins/Schiuma/Lerro/Prokop	Room 108 Parallel E 04: Topic: IC Management Chair: Sansalvador Papers: a) Wasiluk b) Zschockelt/Jinchveladge/Van Velzen/Kees c) Sansalvador/Rubio
12h30 - 14h00	Lunch in the Lecturing Hall (Ground Floor)			

14h00 –
16h00

Hörsaal 3, TU Dresden, Hörsaalzentrum, Bergstrasse

Closing Plenary Session: "Opening the IC Horizon"

Key-Note Speakers

- Manfred Schwaiger (Ludwig-Maximilians-Universität München, Germany): "Measuring and Managing Reputation: The State of the Art of Research"
- Jan Mouritsen (Copenhagen Business School, Denmark): "An Agenda for Future Research in Intellectual Capital"

Final Panel Discussion (introduction Stefano Zambon)

Conferment of the Awards:

- **KIZOK Award** *for the "Best Paper on IC and Small and Medium Sized Businesses"* (KIZOK, University of Hasselt)
- **Conference Best Paper Award**

Farewell Address

- Stefano Zambon, University of Ferrara & Thomas Guenther, TU Dresden (Workshop Chairs)

For your orientation a map on all locations and hotels can be found in the web:

<http://www.google.com/maps/ms?ie=UTF8&hl=de&msa=0&msid=106425658479346713146.000465d8fce2c83fa4a57&ll=51.042203,13.748875&spn=0.040043,0.077248&z=14>

LIST OF PAPERS (in alphabetic order of authors)

FACE VALIDITY OF CSP MEASURES

ALBERS CARSTEN, (- GERMANY) -

GENDER ASPECTS IN THE AUSTRIAN UNIVERSITIES' INTELLECTUAL CAPITAL REPORTS

ALTENBURGER OTTO A., (VIENNA UNIVERSITY - AUSTRIA) - PIETRO A. PODDA - MICHAELA M. SCHAFFHAUSER-LINZATTI

ACCOUNTING INTANGIBLES IN FINANCIAL STATEMENTS: DIFFERENCES AND BOUNDARIES IN "PATRIMONIAL ACCOUNTING SYSTEM" AND IN "INCOME ACCOUNTING SYSTEM"

APRILE ROBERTO, (BOLOGNA UNIVERSITY / DEPARTMENT OF ECONOMICS - ITALY) -

THE EFFECT OF MANAGEMENT CONTROL SYSTEMS ON PRODUCT INNOVATION

BELLORA LUCIA, (DRESDEN TECHNICAL UNIVERSITY - GERMANY) -

ADVANCED TOOLS FOR VISUALIZING, MEASURING AND MANAGING INTANGIBLES

BRETSCHER PETER, (INSTITUTE FOR BUSINESS ENGINEERING - SWITZERLAND) -

THE INTELLECTUAL CAPITAL IN THE NON-PROFIT SECTOR: CONCEPTUAL FRAMEWORK AND EMPIRICAL EVIDENCES

BRONZETTI GIOVANNI, (UNIVERSITÀ DELLA CALABRIA - ITALY) - STEFANIA VELTRI - GRAZIELLA SICOLI

DREAM TICKET: USING INTELLECTUAL CAPITAL MANAGEMENT AS A STRATEGIC PLANNING PARADIGM

BROOKING ANNIE, (NEWCASTLE UNIVERSITY - U.K.) -

MANAGEMENT AS AN IMPLICIT ENDEAVOR: OPENING THE BLACK BOX OF ORGANIZATIONAL

BÜRKLAND SIRLE, (HEC GROUP - GRADUATE BUSINESS SCHOOL - FRANCE) -

MORE THAN JUST 'BUMS ON SEATS'? AN EXPLORATION OF THE TRUE NATURE OF THE AUDIENCE DEVELOPMENT FUNCTION WITHIN THE PERFORMING ARTS, IN RELATION TO THE ESTABLISHED DISCIPLINES OF INTELLECTUAL CAPITAL MANAGEMENT AND RELATIONSHIP MARKETING.

BUTCHART ALISON, (- U.K.) - MHAIRI WARDNER

BIOTECHNOLOGICAL CLUSTERS IN EUROPE AS BENCHMARK FOR PIEDMONT: ORGANIZATION, SOURCES OF FINANCIAL RESOURCES FOR RESEARCH AND FIRMS' EVALUATION METHODS

CASALEGNO CECILIA, (TORINO UNIVERSITY - ITALY) - GIACOMO BÜCHI, ELISA CERRUTI, MARIA MICHELA - GIANINO, MICHELA PELLICELLI

METHODOLOGICAL TOOLS FOR THE EVALUATION OF INTANGIBLES MANAGEMENT IN RESEARCH INSTITUTIONS. SOME EMPIRICAL REMARKS

CATALFO PIERLUIGI, (CATANIA UNIVERSITY - ITALY) -

EXPLORING DISCLOSURE OF INTANGIBLE ASSETS. THE CASES OF LISTED PHARMACEUTICAL AND BIOTECHNOLOGY COMPANIES

DI GIAMPAOLO JHONNY, (UNIVERSITÀ POLITECNICA DELLE MARCHE - ITALY) -

CAPITALIZING RESEARCH AND DEVELOPMENT EXPENDITURES - THE INCREMENTAL INFORMATION CONTENT OF ACCRUALS VS. CASH FLOWS FOR GERMAN FIRMS

DINH THI TAMI, (AUGSBURG UNIVERSITY - GERMANY) - WOLFGANG SCHULTZE

HOW DO SMALLER FIRMS COPE WITH KNOWLEDGE DRAIN? AN EXPLORATORY STUDY IN A MEDIUM-SIZED BUSINESS

DURST SUSANNE, (UNIVERSITY OF LICHTENSTEIN - LIECHTENSTEIN) - STEFAN WILHELM

MANAGING INTELLECTUAL CAPITAL IN FAMILY SMALL BUSINESS GENERATIONAL TURNOVER

FASIELLO ROBERTA, (LECCE UNIVERSITY - ITALY) - MARIO TURCO

THE ACCOUNTING AND VALUATION OF INTANGIBLE ASSETS IN GERMANY

FREY HANNES, (BAMBERG UNIVERSITY - GERMANY) - PROF. DR. ANDREAS OEHLER

INTELLECTUAL AND SOCIAL CAPITALS. THE MAGNITUDE OF THE OVERLAP.

GALLARDO VAZQUEZ DOLORES, (EXTREMADURA UNIVERSITY - SPAIN) -

DYNAMIC KNOWLEDGE MANAGEMENT CAPABILITY (DKMC): FROM RESOURCES TO CAPITAL.

GANNON CATHERINE, (WATERFORD INSTITUTE OF TECHNOLOGY - IRELAND) - PAT LYNCH DENIS HARRINGTON

FINANCIAL CRISIS, CGUS AND CHANGES IN THE AGGREGATION OF ASSETS: A PRELIMINARY STUDY

GELMINI LORENZO, (UNIVERSITÀ DEGLI STUDI DEL PIEMONTE ORIENTALE - ITALY) - CHIARA GRECHI

HUMAN RESOURCE CONFIGURATIONS, INTELLECTUAL CAPITAL AND PERFORMANCE IN PROFESSIONAL SERVICE FIRMS

GIANECCHINI MARTINA, (PADOVA UNIVERSITY - ITALY) - PAOLO GUBITTA

DO INVESTORS VALUE A FIRM'S COMMITMENT TO SOCIAL ACTIVITIES? THE MODERATING ROLE OF INTANGIBLES AND THE IMPACT OF THE SARBANES-OXLEY ACT

GUIRAL ANDRES, (ALCALA UNIVERSITY - SPAIN) - WAYMOND RODGERS - HELEN CHOY

HUMAN CAPITAL MANAGEMENT: THE LABORATORY CASE OF FOOTBALL

GUMB BERNARD, (ESC - GRENOBLE BUSINESS SCHOOL - FRANCE) - FRANÇOIS DESMOULINS-LEBEAULT

BANKS, KNOWLEDGE AND CRISIS - A CASE OF KNOWLEDGE AND LEARNING FAILURE

HOLLAND JOHN, (GLASGOW UNIVERSITY - U.K.) -

INTERACTION CHALLENGES OF LEADERSHIP AND PERFORMANCE MANAGEMENT IN THE DEVELOPMENT OF NETWORK ENVIRONMENT

HYYPÄ MIRVA, (LAPPEENRANTA UNIVERSITY OF TECHNOLOGY - FINLAND) - SANNA PEKKOLA

DOES INTELLECTUAL CAPITAL INFLUENCE CORPORATE FINANCIAL DECISIONS? THE EVIDENCE FOR RUSSIAN LARGE-SCALE FIRMS

IVASHKOVSKAYA IRINA, (HIGHER SCHOOL OF ECONOMICS - RUSSIA) - ILYA IVANINSKIY, EKATERINA - TYURINA

THE STRATEGIC EVALUATION OF LOSS COMPANY: THE ROLE OF REAL OPTION AS INTANGIBLES. THE ALITALIA CASE

LANDRIANI LORIS, (NAPLES PARTHENOPE UNIVERSITY - ITALY) - LUIGI LEPORE

TOWARDS HOLISTIC THINKING: VISUALISM IN KNOWLEDGE SHARING

LEHTONEN MIIKKA, (HELSINKI SCHOOL OF ECONOMICS - FINLAND) -

STRATEGY PROCESSES IN RESEARCH AND DEVELOPMENT ORGANISATIONS: WHY KNOWLEDGE MANAGEMENT IS STILL MORE ISOLATED THAN INTEGRATED

LEITNER KARL-HEINZ, (- AUSTRIA) -

SEEING IS BELIEVING: VISUALISING THE RELATIONSHIP BETWEEN FORM OF CAPITAL AND

LOOISE JAN KEES, (TWENTE UNIVERSITY - NETHERLANDS) - ANDRE VEENENDAAL, MARTIJN VAN VELZEN

INTELLECTUAL CAPITAL IN SPORT ORGANIZATIONS - A SPONSORSHIP PERSPECTIVE

LUND RAGNAR, (- SWEDEN) -

STRATEGIC MANAGEMENT AND BALANCED SCORECARD: THE PARTICULAR CASE OF SMALL AND MEDIUM ENTERPRISES (SMES) IN PORTUGAL

MARQUES MARIA DA CONCEIÇÃO DA COSTA, (COIMBRA UNIVERSITY - PORTUGAL) -

BUNDLING OF INTELLECTUAL CAPITAL WITHIN HUMAN RESOURCE SHARED SERVICES AS A MECHANISM TO CREATE VALUE: TOWARDS A CONCEPTUAL MODEL

MEIJERINK JEROEN, (TWENTE UNIVERSITY - NETHERLANDS) - TANYA BONDAROUK, JAN KEES LOOISE

PERFORMANCE OF THE OPERATIONAL RISK MANAGEMENT SYSTEM: DO INTANGIBLES MATTER?

MENTION ANNE-LAURE, (- LUXEMBOURG) -

BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY REPORTING – A THEORETICAL APPRAISAL

MOELLER KLAUS, (GOETTINGEN UNIVERSITY - GERMANY) - F. H. M. VERBEETEN, RAMIN GAMERSCHLAG

VISUALIZING INTANGIBLES: DOES LINKING LOW-TECHNOLOGY INNOVATION WITH VALUE CREATION PROVIDE SOME ANSWERS?

MUHAMMAD NOUMAN, (- U.K.) -

A PROPOSAL OF AN AD HOC REPORT FOR FIRM INTANGIBLES. MAIN FEATURES AND SUPPORTING INFORMATIVE ACCOUNTING SYSTEMS

NARDO MARIA TERESA, (- ITALY) - STEFANIA VELTRI

NEW PERSPECTIVES ON THE VALUE RELEVANCE OF RESEARCH AND DEVELOPMENT (R&D) COSTS, ACCOUNTING CONSERVATISM, AND THE ECONOMICS OF INTANGIBLES

ORDOSCH MICHAEL, (EUROPEAN BUSINESS SCHOOL REICHARTSHAUSEN - GERMANY) -

DETERMINANTS OF PURCHASE PRICE ALLOCATION DECISIONS - AN EMPIRICAL STUDY OF ACCOUNTING TREATMENT OF INTANGIBLE RESOURCES IN BUSINESS COMBINATIONS

OTT CHRISTIAN, (DRESDEN TECHNICAL UNIVERSITY - GERMANY) -

VALUATION OF INTANGIBLE ASSETS: A NEW METHODOLOGY TO MEASURE AND VALORIZE INTANGIBLE ASSETS FOR EVALUATING INNOVATING SMES

OUZIEL JACKY, (- FRANCE) -

REPORTING INTELLECTUAL CAPITAL IN ITALY: THE CASE OF SOFTWARE HOUSES

PAPA MARCO, (BARI UNIVERSITY - ITALY) - DELL'ATTI VITTORIO, LUISI FLORIANA

THE ADOPTION OF SCORECARD MODELS FOR THE MANAGEMENT AND EVALUATION OF THE INTANGIBLE ASSET RELATED TO A CUSTOMER RELATIONSHIP MANAGEMENT PROJECT

PARISI CRISTIANA, (SOUTHERN DENMARK UNIVERSITY - DENMARK) -

THE K3 KNOWLEDGE LABORATORY® - TRANSFER OF EXPERIENTIAL KNOWLEDGE

PAWLOWSKY PETER, (CHEMNITZ UNIVERSITY OF TECHNOLOGY - GERMANY) -

MEASURING THE INTANGIBLE ASSETS: A VALUE RELEVANCE PERSPECTIVE

PEROZZI DOMENICO, (PESCARA "G.D'ANNUNZIO" DI CHIETI-PESCARA UNIVERSITY - ITALY) - LORENZO LUCIANETTI, ALFONSO COCCO, FABIO MINUNNO

INTELLECTUAL CAPITAL AND BUSINESS PERFORMANCE. EVIDENCE FROM ITALIAN BANKING INDUSTRY

PUNTILLO PINA, (UNIVERSITÀ DELLA CALABRIA - ITALY) -

VALUE-RELEVANCE OF CUSTOMER SATISFACTION: EMPIRICAL EVIDENCE FOR GLOBAL AUTOMOBILE INDUSTRY

RAITHEL SASCHA, (MUNICH LUDWIG-MAXIMILIANS UNIVERSITY - GERMANY) - SEBASTIAN SCHARF - MANFRED SCHWAIGER

THE EFFECTS OF INTANGIBLE AND TANGIBLE RESOURCES ON INVESTORS' KNOWLEDGE PROCESSING

RODGERS WAYMOND, (UNIVERSITY OF CALIFORNIA AT RIVERSIDE - U.S.A.) - THOMAS J. HOUSEL

THE VALUE RELEVANCE OF INTANGIBLES: THE CASE OF IAS 38

ROSSI PAOLA, (BOLOGNA UNIVERSITY - ITALY) -

L'INTELLETTUALE CAPITAL MANAGEMENT: UNA PROSPETTIVA CRITICA

ROSSI NOEMI, (CASSINO UNIVERSITY - ITALY) - RICCI FEDERICA, RAFFAELE TREQUATTRINI

MEASURING THE INTANGIBLE CONTENT OF GOODS: THE "MADE IN ITALY" AND "MADE IN CHINA" COMPETITION ON ADVANCED MARKETS

RUBINI LAURETTA, (FERRARA UNIVERSITY - ITALY) - MARCO R. DI TOMMASO

INFORMATION QUALITY, ANALYST EARNING FORECASTS AND SECURITY PRICES: AN EMPIRICAL TEST

SANCETTA GIUSEPPE, (ROME "LA SAPIENZA" UNIVERSITY - ITALY) -

APPLICATION OF A QUANTIFICATION PROPOSAL OF INTANGIBLE QUALITY COSTS IN THE INDUSTRIAL CONSTRUCTION

SANSALVADOR MANUEL ENRIQUE, (- SPAIN) - JOSE ANTONIO CAVERO RUBIO

APPLYING FUZZY LOGIC TO DERIVE AN INTELLECTUAL CAPITAL INDEX: AUSTRIAN UNIVERSITIES AS AN EXAMPLE

SCHAFFHAUSER-LINZATTI MICHAELA M., (VIENNA UNIVERSITY - AUSTRIA) - GIOVANNI MASTROLEO - STEFANIA VELTRI

DISAGGREGATION OF LINEAR INFORMATION VALUATION MODELS – AN EMPIRICAL COMPARISON OF EMPLOYEE-BASED AND TANGIBLE CAPITAL-BASED APPROACH

SCHIEMANN FRANK, (DRESDEN TECHNICAL UNIVERSITY - GERMANY) - THOMAS GÜNTHER

UNDERSTANDING AND MEASURING INTANGIBLE ASSETS IN HOSPITALS: INTERDEPENDENT CONCEPTIONS OF THE PATIENT'S VALUE

SCHRÖDER REGINA WENCKE, (WITTEN/HERDECKE UNIVERSITY - GERMANY) -

INTELLECTUAL CAPITAL IN NON-PROFIT ELDERLY CARE ORGANISATIONS

SILLANPÄÄ VIRPI, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) -

THE RELATIONSHIPS BETWEEN INTANGIBLES AND EVALUATION PROCESSES OF THE FIRM'S ECONOMIC CAPITAL

SILVESTRI ANTONELLA, (- ITALY) - -

TOWARDS INTANGIBLES AND INTELLECTUAL CAPITAL MEASUREMENTS WITH NEXT GENERATION BUSINESS INTELLIGENCE TECHNOLOGIES

SPIES MARCUS, (MUNICH LUDWIG-MAXIMILIANS UNIVERSITY - GERMANY) -

ACCOUNTING FOR INTANGIBLE ASSETS IN THE INSURANCE SECTOR: THE POLICIES OF UK AND ITALIAN LISTED COMPANIES

STACCHEZZINI RICCARDO, (VERONA UNIVERSITY - ITALY) - ALESSANDRO LAI

THE VALUE RELEVANCE OF INTANGIBLES: THE CASE OF IAS 38

STEEGER LEIF, (AUGSBURG UNIVERSITY - GERMANY) - WOLFGANG SCHULTZE, BRIGITTE EIERLE

HUMAN CAPITAL DISCLOSURE AND INVESTMENT DECISIONS

STERZEL JEANNINE, (ERLANGEN-NUERNBERG UNIVERSITY - GERMANY) - THOMAS M. FISCHER

FINANCING STUDENT ENTREPRENEURSHIP WITH INTELLECTUAL CAPITAL

VANHARANTA HANNU, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) - HANNU VANHARANTA JUSSI KANTOLA
WALDEMAR KARWOWSKI

THE RELATION BETWEEN INTELLECTUAL CAPITAL AND FIRM'S PERFORMANCE: A META-ANALYSIS THROUGH A MULTI-LEVEL REGRESSION MODEL APPROACH

VELTRI STEFANIA, (CALABRIA REGION UNIVERSITY - ITALY) - -

EVALUATION OF IP PORTFOLIOS

VENG SÖBERG PEDER, (KALMAR UNIVERSITY COLLEGE - SWEDEN) -

THE RELATION BETWEEN CUSTOMER SATISFACTION AND CUSTOMER PROFITABILITY: INDIVIDUAL EVIDENCE FROM THE FINANCIAL SERVICES INDUSTRY

VERBEETEN FRANK, (ERASMUS UNIVERSITY ROTTERDAM/ RSM ERASMUS UNIVERSITY - NETHERLANDS) -- MAARTEN TERPSTRA

INTELLECTUAL CAPITAL DISCLOSURE BY BIOTECH IPOs IN THE UK, 2005-2007

VERGAUWEN PHILIP (MAASTRICHT UNIVERSITY - NETHERLANDS) VAN DER WIELEN CATHERINE - MICHELA CORDAZZO

TOWARDS AN ONTOLOGICAL FRAMEWORK FOR THE INTELLECTUAL CAPITAL DOMAIN

VLISMAS ORESTES, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - YANNIS ZORGIOS , GEORGE VENIERIS

DISCRETION IN GOODWILL ACCOUNTING - DOES IT MATTER?

VOELLER DENNIS, (MANNHEIM UNIVERSITY - GERMANY) - JULIA GRATHWOHL

INTANGIBLES – THE MISSING LINK IN BUSINESS STRATEGIES FOR SUSTAINABLE DEVELOPMENT: CASE STUDY OF THE AUSTRALIAN COMMERCIAL BUILDING SECTOR

WASILUK KENDRA, (LEEDS UNIVERSITY - U.K.) -

MANAGING KNOWLEDGE ASSETS IN THE RENEWABLE ENERGY INDUSTRY: DEFINING A RESEARCH AGENDA FOR SMES IN SCOTLAND

WEIR MARIA, (- U.K.) - ROBERT HUGGINS, GIOVANNI SCHIUMA, ANTONIO LERRO, DANIEL PROKOP

DOES THE COEVOLUTION OF INDIVIDUAL AND ORGANIZATIONAL COMPETENCES CONTRIBUTE TO THE SUCCESS OF INNOVATIONS? DEVELOPMENT OF AN INTEGRATED EVALUATION APPROACH

WOLLERSHEIM JUTTA, (HFB - BUSINESS SCHOOL OF FINANCE AND MANAGEMENT - GERMANY) – MARCEL RIESER - ERICH BARTHEL

THE EARNINGS CAPABILITY INDEX (ECI™) FOR MANAGING INTANGIBLES IN SME

WULF INGE, (- GERMANY) - GUIDO PFEIFER, MART KIVIKAS

THE ROLE OF INTANGIBLE ASSETS IN THE RELATIONSHIP BETWEEN HRM AND INNOVATION: A THEORETICAL AND EMPIRICAL EXPLORATION

ZSCHOCKELT FELIX, (TWENTE UNIVERSITY - NETHERLANDS) - TAMAR JINCHVELADZE, MARTIJN VAN VELZEN & JAN KEES LOOISE