

## e-Business Research Forum – eBRF 2002

### eEnterprise Theme Seminar

Thursday, November 14, 2002  
University of Tampere, Main Hall

- 12:00 – 13:00            **Registration**
- 13:00 – 13:05            **From Idea to Knowledge**  
Multimedia Song by ABC-IT/Heikki Mäenpää
- 13:05 – 13:10            **Words of Welcome**  
Dr. Mika Hannula, Professor, Tampere University of Technology,  
Chairman of eBRC
- 13:10 – 13:50            **Societal Changes and Technology**  
Dr. Ram Tarneja, Founding Chairman of the Bombay School of  
Business, Consul of Finland, Mumbai, India
- 13:50 – 14:20            **European Road-Map to eEnterprise**  
Mr. Mats Marcusson, European Commission, DG Enterprise
- 14:20 – 14:50            **New Business Models – Same Old Logic**  
Dr. Arun K. Pillutla, Professor, St. Ambrose University, USA
- 14:50 – 15:20            **Making eEnterprise Work – Strategically**  
Dr. Richard Harrison, Professor, University of Edinburgh, UK
- 15:20 – 16:00            **Coffee Break**
- 16:00 – 17:00            **eEnterprise case stories**  
**Case RosettaNet at Nokia Corporation**  
Mr. Tomi Heikkinen, RosettaNet Champion, Nokia  
**Case Acapo**  
Mr. Markku Jokela, Chairman of the board, Acapo  
**Case eEnterprise**  
Dr. Reijo Tuokko, Professor, Tampere University of Technology
- 17:00 – 18:00            **Panel Discussion**  
Mr. Jukka Jokinen, Senior Inv. Manager, Eqvitec Partners  
- opening commentary speech  
Mr. Mats Marcusson, European Commission, DG Enterprise  
Dr. Richard Harrison, Professor, University of Edinburgh  
Mr. Tomi Heikkinen, RosettaNet Champion, Nokia  
Mr. Markku Jokela, Chairman of the board, ACAPO  
Dr. Arun K. Pillutla, Professor, St. Ambrose University  
Dr. Reijo Tuokko, Professor, TUT, Panel Chairman
- 18:00 – 21:00            **Coctails and Dinner**  
University of Tampere & Restaurant Myllärit

## Academic Research Conference

Friday, November 15, 2002  
Tampere Hall

08:30 – 09:00

### Registration

09:00 – 09:15

### Opening remarks

Prof. Anne-Mari Järvelin, University of Tampere, Chairman of eBRF 2002

09:15 – 10:45

### Parallel Sessions:

#### Efficiency 1

EBXML REGISTRY/REPOSITORY IMPLEMENTATION IN AGRI-FOOD INDUSTRY

Michal Zaremba, Brian Wall, Jimmie Browne, *CIMRU, National University of Ireland, Galway, Ireland*

E-PROCUREMENT IN SME - STRATEGY - PRAXIS - TRENDS

Alexander Stendal, *Thales Information Systems GmbH, Germany*

CONVERTING BUSINESS STRATEGY INTO A USER REQUIREMENTS DEFINITION FOR AN E-BUSINESS IMPLEMENTATION IN A SMALL MEDIUM ENTERPRISE

Brian Wall, Michal Zaremba, *National University of Ireland, Galway, Ireland*; Hui Shen, *Tsinghua University, Beijing, China*; Jim Browne, *National University of Ireland, Galway, Ireland*; Yuliu Chen, *Tsinghua University, Beijing, China*

#### Engagement 1

THE CONTRIBUTION OF ROSETTANET E-BUSINESS STANDARD

Mika Hannula, *Tampere University of Technology / Institute of Business Information Management, Finland*; Tuomas Vasama, *Tampere University of Technology, Finland*

INTERNET BASED TECHNOLOGIES (IBTS) INTEGRATION IN B2B MODELS – THE IMPACT ON COMPETITIVE ADVANTAGE OF FIRMS

Rui Patrício, *Universidade do Porto, Portugal*

SUPPLY REORGANISATION APPLYING E-BUSINESS PRACTICE: THE CASE OF POWER INDUSTRY IN POLAND.

Maria Nowicka-Skowron, Iwona Otola, *Technical University of Czêstochowa, Poland*

#### Entrepreneurship 1

TOWARDS AN E-BUSINESS DESIGN FRAMEWORK

Sébastien Caisse, Benoit Montreuil, *Université Laval, Canada*

GAINING STRATEGIC ADVANTAGE THROUGH EBUSINESS FOR INSURANCE COMPANIES

Aki Ahonen, *University of Tampere / Institute of Business Administration, Finland*; Raija Järvinen, *University of Tampere, Finland*

ELECTRONIC CONSUMER FOCUSED AUCTIONS IN FINLAND - WHY SUPPLY AND DEMAND DO NOT MEET

Jussi Puhakainen, *Turku School of Economics and Business Administration, Finland*; Virpi Kristiina Tuunainen, Matti Rossi, *Helsinki School of Economics, Finland*

## Ethics 1

EXTENDING CORPORATE SOCIAL RESPONSIBILITY TO MEET NEW DEMANDS AND THE  
POSSIBILITIES OF ENHANCING CORPORATE RESPONSIBILITY IN E-BUSINESS  
Balázs Brunczel, *Stratégiakutató Intézet (Institute for Strategic Research), Hungary*

A COMPANY'S RISK PERCEPTIONS IN E-COMMERCE – CASE HIGH-TECH WHOLESALER  
Tuula Mittilä, Jaakko Leinonen, *University of Tampere / Business Administration,  
Finland*

EXPLORING THE TACIT DIMENSION: TOWARDS COLLABORATIVE WORKING AT  
CONSIGNIA SECURITY  
Mikko Arevuo, *Delta Strategies, United Kingdom*; John Spong, *Consignia Security and  
Investigation Services, United Kingdom*

10:45 – 11:30

## Poster Presentations

11:30 – 12:30

## Parallel Sessions:

## Efficiency 2

TECHNOLOGY AND HUMAN RESOURCE BASED ENABLERS FOR SUCCESSFUL  
KNOWLEDGE TRANSFER IN ORGANISATIONS  
Mikko Arevuo, *Delta Strategies, United Kingdom*

BUSINESS KNOWLEDGE LOGISTICS: KSNET-APPROACH AND ITS IMPLEMENTATION  
Alexander Smirnov, Mikhail Paskin, Nikolai Chilov, Tatiana Lavashova, *SPIIRAS, Russia*

## Engagement 2

FROM E-COMMERCE TO SPEECH COMMERCE  
Thibault de Swarte, *ENST Brittany, France*

CLASSIFICATION OF ONLINE COMMUNITIES  
Maria Mäntymäki, *eBRC, Finland*; Tuula Mittilä, *University of Tampere, Finland*

## Entrepreneurship 2

LOCAL APPROACH TO V2C ACTIVITY: CASE TAMPERE  
Hannu Jungman, *Tampere University of Technology, Finland*; Marko Seppä, *Tampere  
University of Tampere / eBRC, Finland*

THE NEW VENTURE DEVELOPMENT AND THE CHANGING ROLE OF BOARD OF  
DIRECTORS IN HIGH TECHNOLOGY FIRMS  
Jukka Ala-Mutka, *CAA Consulting Oy, Finland*

## Ethics 2

ENHANCING CONTENT PRODUCTION BY PUBLIC-PRIVATE PARTNERSHIPS IN E-  
LEARNING  
Anna Kilpiö, Jussi-Pekka Partanen, *Helsinki University of Technology / Simlab, Finland*

„EDUCATION PORTAL THURINGIA“ – NETWORKING AND BUNDLING OF RESOURCES  
AMONG THURINGIAN UNIVERSITIES TO PROVIDE NEW AND EFFICIENT EEDUCATION  
FOR THE FUTURE  
Patrick Schilde, *Technical University Chemnitz, Germany*; Thomas Köhler, *University of  
Jena, Germany*

12:30 – 13:30

## Lunch

13:30 – 14:30

### Parallel Sessions:

#### Efficiency 3

THE FINNISH TOP 50'S OUTLOOKS AND USE OF KNOWLEDGE MANAGEMENT IN HUMAN RESOURCES CONTEXT

Jussi Okkonen, Terhi Laukkanen, Mika Hannula, *Tampere University of Technology, Finland*

BA, COMMUNICATION AND TIME AS ENABLERS OF LEADING

Rauno Kuusisto, *Finnish Defense Forces, Finland*; Tuija Helokunnas, *Tampere University of Technology / Institute of Business Information Management, Finland*

#### Engagement 3

VALUE AND LOYALTY CREATION FOR CUSTOMERS THROUGH E-CHANNELS IN RETAILING NETWORKS

Richard Windischhofer, Janne Ruola, *University of Tampere, Finland*

ANALYSIS OF A SOFTWARE COMPANY'S BUSINESS NETWORK: PRODUCT VENDOR, SYSTEM INTEGRATOR OR SERVICE PROVIDER?

Sari Juntunen, *University Of Oulu, Finland*

#### Entrepreneurship 3

THE STATE OF THE FINNISH MOBILE CLUSTER

Ilkka Leppävuori, Juha Näsi, *Tampere University of Technology, Finland*

FROM GORDIAN KNOTS TO GROWTH NODES: REORIENTATION OF A GEOGRAPHICAL CLUSTER OF FIRMS AND INNOVATION IN TAMPERE

Antti Ainamo, *JPC Research, Jaakko Pöyry Group, Finland*

#### Ethics 3

THE MCP TERMINAL - A FUTURE PLATFORM FOR MOBILE SERVICES

Ulrich Schiek, Frank Klingenberg, *Technische Universität Braunschweig, Germany*

STATE OF ART IN MOBILE PAYMENT SOLUTIONS

Jari Pentti, *EPStar Ltd., Finland*

14:30 – 15:00

### Coffee

15:00 – 16:30

### Parallel Sessions:

#### Efficiency 4

MEASUREMENT OF INTANGIBLES: LITERATURE REVIEW AND ANALYSIS OF KEY CONCEPTS

Antti Lönnqvist, *Tampere University of Technology / Institute of Industrial Management, Finland*

IT AND RE-ORGANISATION OF WORK IN THE SUPPLY CHAIN

Marko Seppanen, Petri Suomala, Tommi Lahikainen, *Tampere University of Technology / Cost Management Center, Finland*

FROM THEORY TO PRACTICE - ELECTRONIC COMMUNICATION AND INTERNET OPPORTUNITIES IN THE DANISH HEALTH SERVICE

Claus Duedal Pedersen, *MedCom, Denmark*; Lars Hulbaeg Fog, *Medcom, Denmark*

## Engagement 4

### THE EARLY DEVELOPMENT STAGES OF STRATEGIC INTER-FIRM PARTNERSHIPS

Tommi Kaasalainen, *Tampere University of Technology / Institute of Industrial Management, Finland*; Saku Mäkinen, *National University of Singapore, Singapore*; Juha Näsi, *Tampere University of Technology / Institute of Industrial Management, Finland*

### FROM E-BUSINESS TO KNOWLEDGE BUSINESS IN METAL AND ELECTRONICS INDUSTRIES

Mikko Ruuhonen, *University of Tampere / Department of Computer and Information Sciences, Finland*; Jaakko Riihimaa, *Seinäjoki Polytechnic, Finland*; Marko Mäkipää, *University of Tampere / Department of Computer and Information Sciences, Finland*

### A VALUE NET BASED APPROACH TO SOURCING IN SOFTWARE BUSINESS

Tuija Helokunnas, Kalle Viitanen, *Tampere University of Technology, Finland*

## Entrepreneurship 4

### BUSINESS MODELS FOR CONTENT DISTRIBUTION IN MOBILE PEER-TO-PEER NETWORKS

Tommo Reti, Yki Kortesianiemi, Mikko Välimäki, *Helsinki Institute for Information Technology, Finland*

### A BUSINESS MODEL FOR A MODEL ENTERPRISE

Jonne Karvonen, Reijo Tuokko, *Tampere University of Technology, Finland*

### EMERGING BUSINESS MODELS FOR SMES IN FINNISH DIGITAL TELEVISION BUSINESS

Tommi Pelkonen, *Helsinki School of Economics, Finland*; Marko Seppä, Seppo Kalli, *Tampere University of Technology, Finland*

## Ethics 4

### THE TRADITIONAL MEDIA AND THE NEW MEDIA: CONVERGENCE OR COALITIONS?

Niina Helminen, Eila Järvenpää, Stina Immonen, *Helsinki University of Technology / TAI Research Centre, Finland*

### 15:30 WHO OWNS TRADITIONAL KNOWLEDGE ?

Ajeet Mathur, *University of Tampere, Finland*

### 16:00 CONSUMER RESPONSIVENESS TO MARKETING COMMUNICATION IN DIGITAL CHANNELS

Kristina Heinonen, Tore Strandvik, *Hanken Swedish School of Economics and Business Administration, Finland*

19:00 – 23:00

## Conference Dinner

Restaurant Ziberia

## eTampere Symposium

Saturday, November 16, 2002  
Tampere Hall

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|---------------|--|
| 09:30 – 10:00 | <b>Registration</b>  |
| 10:00 – 10:10 | <b>Opening Words</b><br>Dr. Marko Seppä, Director of eBRC, Co-Chair of eBRF 2002   |
| 10:10 – 10:30 | <b>Words of Welcome</b><br>Mr. Harri Airaksinen, Director, Business Development, City of Tampere   |
| 10:30 – 10:50 | <b>Case eTampere</b><br>Dr. Jarmo Viteli, Director of eTampere   |
| 10:50 – 11:10 | <b>Case e-St. Petersburg</b><br>Dr. Sergey N. Zhdanov, Deputy Chief of the Committee on Informatization and Communications, City of St.                      |
| 11.10 – 11.30 | <b>Action Plan for St. Petersburg – Tampere Knowledge Society Partnership</b><br>Mr. Esa Kokkonen, Director of the Baltic Institute of Finland               |
| 11.30 – 13.00 | <b>Lunch</b>   |
| 13.00 – 15.00 | <b>Workshop 1. Public services</b><br>Case presentations<br>Chairman: Mr. Jari Seppälä, Head of Information, City of Tampere                                 |
| 13.00 – 15.00 | <b>Workshop 2. Research and development</b><br>Highlights of the eBRF 2002 and cases<br>Chairman: Dr. Anne-Mari Järvelin, Professor, University of Tampere   |
| 13.00 – 15.00 | <b>Workshop 3. Business partnerships</b><br>Case presentations<br>Chairman: Mr. Yuri V. Ardatov, General Director of St. Petersburg Trade Development Centre |
| 15.00 – 15.30 | <b>Conclusions and closing</b>   |

Registration for the conference and general information at:  
[www.ebrc.info/conference2002](http://www.ebrc.info/conference2002).

For any queries or further information please contact:  
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