

## e-Business Research Forum – eBRF 2003

**Tuesday, September 23, 2003**

**18:00 – 21:00**                      **Reception and Registration**  
Restaurant Myllärit

**Wednesday, September 24, 2003**

Tampere Hall

**08:30 – 09:00**                      **Registration**

**09:00 – 10:15**                      **Plenary Session (Small Auditorium)**

09:00 – 09:10

**Words of Welcome**

Rector Jarl-Thure Eriksson                      Rector Jorma Sipilä  
Tampere University of Technology      University of Tampere

09:10 – 09:30

**Opening words**  
**Business, University, Government**

Esko Aho, Verbatum Ltd  
Former Prime Minister of Finland

09:30 – 10:15

**Key Note Presentation**

**Strategic Management in Network Organization – Case S Group**  
Kari Neillimo, CEO, SOK Corporation

**10:15 – 10:30**

**Break**

**10:30 – 12:00**

**Parallel Sessions**

**TRACK 1**  
**Session 1**

**CONSUMERS AND COMMUNITIES (Small Auditorium)**

**Public-Private Partnerships and Networked Organizations**

Session chairman Prof. Jarmo Viteli, University of Tampere, Director of eTampere Program

10:30 – 11:00

THE NEW GENERATION OF E-GOVERNMENT

Öner Güngöz, Christian Seel, Fabrice Zangl, *Institute for Information Systems*

11:00 – 11:30

eTAMPERE CITY CARD – LOCAL LOYALTY SCHEME?

Anne-Mari Järvelin, Hanna Koskela, *School of Business Administration, University of Tampere*

11:30 – 12:00

DIGITV AND NEW MEDIA IN HEALTH CARE TRENDS AND OPPORTUNITIES

Jens Spieker, Samuli Niiranen, Heikki Mattila, Kirsi Niemi, Seppo Kalli, *Digital Media Institute, Tampere University of Technology*  
Heikki Lamminen, *Primary Health Care Centre, Ikaalinen*

**TRACK 2**  
**Session 1**

**MANAGING KNOWLEDGE AND ICT IN BUSINESS (Room 200)**  
**Knowledge Management Uses and Technologies**

Session chairman Prof. Marko Torkkeli, Lappeenranta University of Technology

10:30 – 11:00

STRATEGIC LEARNING THROUGH E-BUSINESS SOLUTIONS IN AN INDUSTRIAL ORGANIZATION. THE CASE OF METSO CORPORATION

Marjatta Maula, *Institute of Business Information Management, Tampere University of Technology*

11:00 – 11:30

USE OF ICT AND E-BUSINESS IN CATERING INDUSTRY

Marko Mäkipää, *Department of Computer and Information Sciences, University of Tampere*

11:30 – 12:00

**PROJECT CASE**

LIBRARY SYSTEM BY JAVA SERVLET AND JSP

Masahiro Yamamoto, Ken Miura, *Hosei University*

**TRACK 3**  
**Session 1**

**FROM VENTURE TO CAPITAL (Hall A1)**  
**SME Innovation and Growth**

Session chairman Prof. Bengt Henoch, Jönköping University

10:30 – 11:00

FROM AN IDEA TO GROWTH PAINS: LESSONS FROM FINNISH AND AUSTRALIAN SOFTWARE INDUSTRIES

Asko Miettinen, *Institute of Industrial Management, Tampere University of Technology*

Damian Hine, *University of Queensland*

11:00 – 11:30

SMES IN THE KNOWLEDGE SOCIETY: SOURCES OF INNOVATIONS IN FINNISH SMES

Marja Eriksson, Hanna Nordlund, *School of Business Administration, University of Tampere*

11:30– 12:00

EXECUTION MATTERS? SEARCHING THE STRATEGY LOGIC FOR GROWTH OF YOUNG HIGH-TECHNOLOGY FIRMS

Jukka Ala-Mutka, *CAA Consulting Oy / Tampere University of Technology*

**TRACK 4**  
**Session 1**

**BUSINESS MODELS AND VALUE NETWORKS (VIP-Room)**  
**Strategic Networking and ICT**

Session chairman Prof. Marja Eriksson, University of Tampere

10:30 – 11:00

NETWORK MANAGEMENT AND INFORMATION SYSTEMS INTEGRATION IN FINNISH MANUFACTURING COMPANIES

Ilkka Kouri, Marko Seppänen, *Institute of Industrial Management, Tampere University of Technology*

11:00– 11:30

THE EVOLUTION OF BUSINESS NETS AND CAPABILITIES – A LONGITUDINAL STUDY IN THE ICT SECTOR

Arla Törmänen, *Ministry of Interior / Helsinki School of Economics and Business Administration*

11:30– 12:00

**PROJECT CASE**

INTEGRATION OF AN INTERNATIONAL R&D- AND BUSINESS RESEARCH NETWORK TO TACKLE FRAGMENTED EUROPEAN WIDE RESEARCH BY THE UMEDIA MODEL

Artur Lugmayr, Hanna-Greta Puurtinen, Lasse Paananen, Seppo Kalli, Irek Defee, Hannu Eskola, *Digital Media Institute (DMI), Tampere University of Technology*  
Bjarne Kjosnes, Leif-Arne Ronningen, Andrew Perkis, *Norwegian University of Science and Technology*

**12:00 – 13:00**

**Lunch**

**13:00 – 14:30**

**Parallel Sessions**

**TRACK 1  
Session 2**

**CONSUMERS AND COMMUNITIES (Small Auditorium)  
Consumer Marketing and Customer Value**

Session chairman Prof. Tuula Mittilä, University of Tampere

13:00 – 13:30

KNOWLEDGE AND PERSUASION: APPLYING MARKETING MODELS TO KNOWLEDGE MANAGEMENT AND UTILIZATION IN A HEALTH CARE CONTEXT  
Marjorie Delbaere, Malcolm C. Smith, *Asper School of Business, University of Manitoba*

13:30 – 14:00

CONSUMERS AND E-COMMERCE IN IS STUDIES  
Tero Saarenpää, Tarja Tiainen, *Department of Computer and Information Sciences, University of Tampere*

14:00 – 14:30

**BUSINESS CASE**

SMART SOLUTIONS FOR COMMUNITIES: MULTIPLE SERVICE PROVIDER PLATFORM MODEL

Laura Aho, *Access International Consulting*

**TRACK 2  
Session 2**

**MANAGING KNOWLEDGE AND ICT IN BUSINESS (Room 200)  
Enterprise Applications and Performance**

Session chairman Prof. Ajeet Mathur, University of Tampere

13:00 – 13:30

DEVELOPING INTANGIBLE ASSETS TO IMPROVE PRODUCTIVITY AND PROFITABILITY  
Antti Lönnqvist, Sari Kemppilä, Paula Mettänen, Virpi Pirttimäki, Erkki Uusi-Rauva, *Tampere University of Technology*

13:30 – 14:00

EIP AS A TOOL FOR COST REDUCTION  
Vesa Voutilainen, Tapio Pentto, *University of Jyväskylä*

14:00 – 14:30

ERP, CUSTOMER ORIENTATION AND STRATEGIC MANAGEMENT ACCOUNTING  
Timo Hyvönen, *School of Business Administration, University of Tampere*  
Janne Järvinen, Jukka Pellinen, *University of Oulu*

**TRACK 3  
Session 2**

**FROM VENTURE TO CAPITAL (Hall A1)  
Venture-to-Capital**

Session chairman Prof. Asko Miettinen, Tampere University of Technology

13:00 – 13:30

AN EVOLUTIONARY CLASSIFICATION OF VENTURE-TO-CAPITAL BUSINESS MODELS  
Tommi Rasila, *Tampere University of Technology*

13:30 – 14:00

THE BUSINESS ACCELERATOR-MODEL IN LOCAL INNOVATION SYSTEM – PUBLIC-PRIVATE-PARTNERSHIP AS A BUSINESS DEVELOPMENT METHOD IN THE CITY OF TAMPERE  
Saku Laapio, *Lappeenranta University of Technology*

14:00– 14:30

**PROJECT CASE**

A CONCEPT FOR UNIVERSITIES PROMOTING SMES IN ICT-BASED INTERREGIONAL COLLABORATION AND DEVELOPMENT

Bengt Henoch, Elsa Gonzalez, *School of Engineering*

**TRACK 4  
Session 2**

**BUSINESS MODELS AND VALUE NETWORKS (VIP-Room)  
Digital Business Ecosystem**

Session chairman Prof. Piero Formica, International University of Entrepreneurship, Amsterdam

13:00 – 13:30

BARRIERS TO ADOPTING INTERNET-ENABLED COLLABORATION AND BUSINESS IN THE BUILDING CONSTRUCTION INDUSTRY – TOWARDS A THREE-LEVEL FRAMEWORK  
Mats Engsbo, *Hanken Swedish School of Economics and Business Administration Vaasa*

13:30 – 14:00

COMPETENCE AND KNOWLEDGE MANAGEMENT PRACTICES IN THE FINNISH LARGE-SCALE ENTERPRISES

Mika Hannula, Marianne Kukko, Jussi Okkonen, Terhi Yliniemi, *Institute of Business Information Management, Tampere University of Technology*

14:00 – 14:30

TOWARDS A SEMANTICALLY RICH BUSINESS MODELLING LANGUAGE FOR THE AUTOMATIC COMPOSITION OF WEB SERVICES

Paolo Dini, *London School of Economics*

Tuija Helokunnas, *Institute of Business Information Management, Tampere University of Technology*

Angelo Corallo, *ISUFI-University of Lecce*

Pierfranco Ferronato, *Soluta srl*

Neil Rathbone, *Daventry House Ltd*

**14:30 – 15:00**

**Coffee Break**

**15:00 – 17:00**

**Plenary Session(Small Auditorium)**

15:00 – 15:30

**Key Note Presentation**

**eBusiness in the Framework of IST Programme**

Enrica Chiozza, Project Officer, e-Business Unit, IST DG, European Commission

15:30 – 16:00

**Key Note Presentation**

**Challenges of IT in Global Business**

Jorma Saarikorpi, CIO, UPM-Kymmene

16:00 – 16:30

**The Development of Business Ecosystems in Tampere**

Olli Niemi, Managing Director, Tampere Technology Centre

16:30 – 17:00

**Role of Knowledge Management and eLearning for SMEs**

Jonathan Sage, eGovernment and Knowledge Management Leader (Strategic Change Solutions) in Public Sector, IBM Business Consulting Services, IBM Belgium

**17:30 – 19:00**

**Sightseeing Tour**

Bus transportation: Tampere Hall - Hotel Rosendahl - Tampere Hall

**19:00–**

**Conference Dinner**

**Words of Welcome**

Harri Airaksinen, Director, Business Development, City of Tampere

**Special Key Note Address**

**Regional Development Policies in the Global Knowledge Economy**

Prof. Yves Doz, the Timken Chaired Professor of Global Technology and Innovation, INSEAD

**Thursday, September 25, 2003**

Tampere Hall

**09:00 – 10:30**

**Parallel Sessions**

**TRACK 1  
Session 3**

**CONSUMERS AND COMMUNITIES (Hall B)  
Managing Websites and Online Communities**

Session chairman Prof. Olavi Uusitalo, Tampere University of Technology

09:00 – 09:30

BUSINESS MODEL DESIGN: THE CASE OF FICTION STORYTELLING  
Sébastien Caisse, Benoit Montreuil, *CENTOR*

09:30 – 10:00

MANAGEMENT PROCESS OF AN ONLINE COMMUNITY  
Maria Mäntymäki, Tuula Mittilä, *School of Business Administration, University of Tampere*

10:00 – 10:30

PREDICTING CONVERSION OF A VISIT INTO PURCHASE AT THE WEB-STORE  
Arun Saxena, *The Bombay School of Business*

**TRACK 2  
Session 3**

**MANAGING KNOWLEDGE AND ICT IN BUSINESS (Room 200)  
Business Intelligence**

Session chairman Prof. Marjatta Maula, Tampere University of Technology

09:00 – 09:30

PROCESS MODELS OF BUSINESS INTELLIGENCE  
Virpi Pirttimäki, Mika Hannula, *Institute of Business Information Management, Tampere University of Technology*

09:30 – 10:00

HIGH-LEVEL BUSINESS INTELLIGENCE SERVICE IN NETWORKED ORGANIZATIONS  
Alexander Smirnov, Mikhail Pashkin, Tatiana Levashova, Nikolai Chilov, Andrew Krizhanovski, *St. Petersburg Institute for Informatics and Automation of RAS (SPIIRAS)*

10:00 – 10:30

**PROJECT CASE**  
BRINGING DATA MINING TO CUSTOMER RELATIONSHIP MANAGEMENT OF EVERY COMPANY  
Esa Rinta-Runsala, Jussi Ahola, Markus Tallgren, Teppo Veijonen, *Technical Research Centre of Finland*

**TRACK 3  
Session 3**

**FROM VENTURE TO CAPITAL (Hall A1)  
Local Innovation Systems**

Session chairman Prof. Juha Näsi, Tampere University of Technology

09:00 – 09:30

THE VALUE ADDING ROLE OF V2C – SEARCHING EVIDENCE FROM THE VALUE-ADDED PROVIDED BY PRIVATE EQUITY INVESTORS  
Hannu Jungman, *Institute of Business Information Management, Tampere University of Technology*

09:30 – 10:00

INNOVATION ACTIVITIES AND SPATIAL PROXIMITY: NEW MEDIA AND SOFTWARE COMPANIES  
Jari Kolehmainen, *Research Unit for Urban and Regional Development Studies, University of Tampere*

10:00 – 10:30

MEDICAL DEVICES INNOVATION NETWORKS IN OULU REGION AS LOCAL INNOVATION SYSTEM  
Juha Nummi, Katja Lahenius, *TAI Research Centre, Helsinki University of Technology*

**TRACK 4**  
**Session 3**

**BUSINESS MODELS AND VALUE NETWORKS (VIP-Room)**  
**Outsourcing**

Session chairman Prof. Reiner Creutzburg, Brandenburg University of Applied Sciences

09:00 – 09:30

INFORMATION TECHNOLOGY REQUIREMENTS IN AN OUTSOURCING PARTNERSHIP  
Marianne Kinnula, Veikko Seppänen, *Department of Information Processing Sciences, University of Oulu*

09:30 – 10:00

EFFECTS OF OUTSOURCING ON LONG-TERM DECISION-MAKING: IMPLICATIONS FOR ICT SYSTEM DESIGN  
Richard Windischhofer, *School of Business Administration, University of Tampere*

10:00 – 10:30

A LONG-TERM CASE STUDY OF AN E-GROCERY CONCEPT  
Helena Ahola, *School of Business Studies, Oulu Polytechnic*  
Harri Oinas-Kukkonen, *Infotech Oulu, Oasis Group / Department of Information Processing Science, University of Oulu*

**10:30 – 11:00**

**Coffee Break**

**11:00 – 12:30**

**Parallel Sessions**

**TRACK 1**  
**Session 4**

**CONSUMERS AND COMMUNITIES (Hall B)**  
**Consumers and e-Commerce**

Session chairman Prof. Malcolm C. Smith, Asper School of Business, University of Manitoba

11:00 – 11:30

WORK OR FUN? CONSUMER PERCEPTIONS OF WEBSITE BUSINESS MODELS  
Mirjami Lehikoinen, Mirella Lähteenmäki, *Helsinki School of Economics*

11:30 – 12:00

CONSUMERS' EXPLANATIONS ON e-COMMERCE USE AND DISUSE  
Minna-Kristiina Ojavainio, *Department of Computer and Information Sciences, University of Tampere*  
Kyösti Pennanen, *Department of Marketing, University of Vaasa*

12:00 – 12:30

CONSUMERS' USE OF e-COMMERCE PUT INTO CONTEXT  
Tarja Tiainen, *Department of Computer and Information Sciences, University of Tampere*

**TRACK 2**  
**Session 4**

**MANAGING KNOWLEDGE AND ICT IN BUSINESS (Room 200)**  
**Development Tools for Less Advanced Regions and Areas**

Session chairman Dr. Kari Kankaala, Professia Oy

11:00 – 11:30

**PROJECT CASE**  
HOW TO PUT 'E' INTO SME  
Ben Schlüßler, *Technologie-Transfer-Zentrale Schleswig-Holstein GmbH*

11:30 – 12:00

NEW TECHNOLOGIES AND INNOVATION CAPACITY – BOOSTING ECONOMIC TRANSITION PROCESSES IN THE LESS FAVOURED REGIONS  
Kati-Jasmin Kosonen, *Research Unit for Urban and Regional Development Studies, University of Tampere*

12:00 – 12:30

AVENUES FOR ICT IN RURAL AGRICULTURAL VALUE-CHAIN  
Manish Kumar, Ram Tarneja, *The Bombay School of Business*

**TRACK 3**  
**Session 4**

**FROM VENTURE TO CAPITAL (Hall A1)**  
**HRM Perspectives**

Session chairman Prof. Arja Ropo, University of Tampere

11:00 – 11:30

KNOWLEDGE CREATION, COMMUNICATION AND ROLE OF IT IN TRADITIONAL SOFTWARE R&D TEAMS

Laura Hämäläinen, *Helsinki University of Technology*

11:30 – 12:00

STRATEGY LOGIC OF PERSONNEL IN A KNOWLEDGE INTENSIVE ENTERPRISE

Ilona Sokeila, Saku Mäkinen, Juha Näsi, *Institute of Industrial Management, Tampere University of Technology*

12:00 – 12:30

ISSUES OF SOCIAL CAPITAL AND TRUST IN GROWTH COMPANIES

Jussi Okkonen, Harri Melin, Marko Seppä, Maria Toyoda, *Institute of Business Information Management, Tampere University of Technology*

**12:30 – 13:30**

**Lunch**

**13:30 – 15:00**

**Parallel Sessions**

**TRACK 1**  
**Session 5**

**CONSUMERS AND COMMUNITIES (Hall B)**  
**Tools and Services for e-Commerce**

Session chairman Dr. Rauno Uusitalo, Nokia Mobile Phones

13:30 – 14:00

ON e-BUSINESS POSSIBILITIES OF A HOLISTIC RISK MANAGEMENT TOOLKIT FOR ENTERPRISES

Päivi Mikkonen, Teuvo Uusitalo, *VTT Industrial Systems*  
Petteri Kleemola, *KPMG Yrityspalvelut Oy*

14:00 – 14:30

CURRENT STATE OF ELECTRONIC INSURANCE SERVICES

Raija Järvinen, Aki Ahonen, *School of Business Administration, University of Tampere*

14:30 – 15:00

CONSTRUCTION OF COMMUNICATOR MEANINGS

Minttu Lampinen, *School of Business Administration, University of Tampere*

**TRACK 3**  
**Session 5**

**FROM VENTURE TO CAPITAL (Hall A1)**  
**Barrier Breaking and Information Security**

Session chairman Prof. Markku Maula, Helsinki University of Technology

13:30 – 14:00

VENTURE-TO-CAPITAL (V2C) – IMPLICATIONS TO RUSSIAN START-UP AND GROWTH COMPANIES

Jussi Okkonen, Tommi Rasila, Marko Seppä, *Institute of Business Information Management, Tampere University of Technology*  
Igor Maximtsev, *St. Petersburg State University of Economics and Finance*

14:00 – 14:30

INFORMATION SECURITY CULTURE IN SMALL AND MEDIUM SIZE ENTERPRISES

Tuija Helokunnas, Ilona Iivonen, *Institute of Business Information Management, Tampere University of Technology*

14:30 – 15:00

**PROJECT CASE**

BREAKING THE B2B BARRIER FOR SMES

Martin Parfett, Tony Davies, *eCommerce Innovation Centre*

**TRACK 4**  
**Session 4**

**BUSINESS MODELS AND VALUE NETWORKS (VIP-Room)**  
**Attitudes of Professionals on Electronization Issues**

Session chairman Dr. Paolo Dini, London School of Economics

13:30 – 14:00

e-TECHNOLOGY AS OBJECT OF BUSINESS AND MANAGEMENT RESEARCH  
Menno Verboom, Ton van der Wiele, Jos van Iwaarden, Roger Williams, *Erasmus University of Rotterdam*  
Barrie Dale, *University of Manchester*

14:00 – 14:30

ATTITUDES ON STRATEGIZING IN THE EMERGING KNOWLEDGE SOCIETY: EVIDENCE FROM BUSINESS, UNIVERSITY AND GOVERNMENT IN FINLAND, INDIA AND THE USA  
Paul Dine, *New Jersey Institute of Technology*  
Marko Seppä, *Tampere University of Technology*  
Ram Tarneja, *Bombay School of Business*

14:30 – 15:00

THE ATTITUDES OF FINNISH ACCOUNTANTS AND AUDITORS TOWARDS PAPERLESS ACCOUNTING  
Benita Gullkvist, *Vaasa Polytechnic*

**15:00 – 15:30**

**Coffee Break**

**15:30 – 16:30**

**Plenary Session (Hall B)**

15:30 – 16:00

**Key Note Presentation**

**Industry and Knowledge Clusters**

Prof. Piero Formica, Dean, International University of Entrepreneurship, Amsterdam, Abu Dhabi Higher College of Technology

16:00 – 16:30

**Presenting the Award**

**Conclusions and Closing**

Prof. Anne-Mari Järvelin, Chair of eBRF 2003

Prof. Mika Hannula, Co-Chair of eBRF 2003

Dr. Marko Seppä, Co-Chair of eBRF 2003

**19:00 –**

**Sauna Evening**

Ziberia, Media 54

Additional Program for pre-registered