

Poster Presentations

Intelligence Economic and Strategic Survey, Policy Cluster in technological research
Pharmaceutical Applications : Searching for a "cluster" by the use of crop watch on two aspects: Technology aspect (patents), and Fundamental Research aspect (scientific publications)

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* Université de la Méditerranée Laboratoire de pharmacie galénique Marseille - France

* Atelis, ESCEM Tours - France

Presentation of The institute for Competitive Intelligence

R Michaeli

Director of ICI



PROGRAMME – ECIS 2009

11TH & 12TH OF JUNE 2009

STOCKHOLM, SWEDEN

Thursday, June 11, 2009

8:30 – 9:00: Reception of the participants & registration

9:00 – 9:30: Opening speech:

Eva Öbom-Ekdahl, Municipal Commissioner, Nacka

Sven Hamrefors, Professor, Mälardalen University

Tamym Abdessemed, Director, ESCEM

9:30 – 11:00: Opening panel:

Moderator: **Per Jenster**, Professor
CEIBS, Shanghai - China

Speaker 1: **Philippe Clerc**

Assembly of the French Chambers of Commerce and Industries, International French Speaking Association for Business Intelligence

Speaker 2: **Gabriel Anderbjörk**

Chairman of Comintell

Panel: **Peter Lööf**, Länsförsäkringar

Göran Pagels-Fick, Vinnova

Hans Hedin, Global Intelligence Alliance

Coffee break

11:15 – 13.30: Workshop 1: **The strategy of competitive and business intelligence**

11:15 – 13.30: Workshop 2: **Business intelligence**

Lunch

14:30 – 16.00: Workshop 1: **The strategy of competitive and business intelligence (Cont.)**

14:30 – 16.00: Workshop 2: **Business intelligence (Cont.)**

Coffee break

16.15 – 17.00: Workshop 1: **The strategy of competitive and business intelligence (Cont.)**

16.15 – 17.00: Workshop 2: **Business intelligence (Cont.)**

17:00 – 19.15: Workshop 3: **Competitive intelligence and innovation**

17:00 – 19.15: Workshop 4: **Diverse areas of competitive intelligence**

19:30: **Dinner**

Friday, June 12, 2009

9:00 - 10:30: Workshop 3: **Competitive intelligence and innovation (Cont.)**

9:00 - 11.15: Workshop 4: **Diverse areas of competitive intelligence (Cont.)**

Coffee break

11:30 - 12:30: **Concluding discussion of all workshops**

Sven Hamrefors, Professor, Mälardalen University

Lunch

14:00 - 16:00: **Final session and future projects including the discussion of the future professional and academic organization of the competitive intelligence field**

Henri Dou, ATELIS's Director



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Workshop 1 The strategy of competitive and business intelligence

Thursday, June, 11.

11.15-12.00

Simon's theorem reconsidered – towards a theoretical framework for competitive intelligence

Per Frankelius

Örebro University, Swedish Business School - Sweden

12.00-12.45

How application integration, security issues and pricing strategies in business intelligence shape vendor differentiation

Klaus Solberg Sjøilen*, Anders Hasslinger**

** Blekinge Institute of Technology - Sweden*

*** Kristianstad University College - Sweden*

12.45-13.30

Causes of Competitive Analysis Failure: Understanding and Responding to Problems at the Individual Level

Craig S. Fleisher*, Sheila Wright**

** Odette School of Business, University of Windsor - Canada*

*** Leicester Business School De Montfort University - United Kingdom*

Lunch

14.30-15.15

Strategic Dependence of a Developing Country Vision from Patents

Henri Dou*, Jean Marie Dou Jr, Sri Damayanty Manullang*****

** ESCEM Atelis - France*

*** CCIMP Chamber of Commerce and Industry of Marseille-Provence - France*

**** Center for Competitive Intelligence. Regional network, North Sulawesi - Indonesia*

15.15-16.00

Writing cases as a knowledge capture process in a competitive intelligence program

Monica M Mallowan*, Christian Marcon**

** Université de Moncton New-Brunswick - Canada*

*** ICOMTEC, Université de Poitiers - France*

Coffee break

16.15-17.00

Looking for Information: a New Approach to Consider Efficiency and Effectiveness

Henry Samier*, Pascal Frion**

** ISTIA, University of Angers - France*

*** Acrie Competitive Intelligence, Nantes - France*

Workshop 2 Business intelligence

Thursday, June, 11.

11.15-12.00

Enterprise 2.0 as a way to facilitate, enhance, and coordinate intelligence work within large organizations: A Case Study at Toyota Material Handling Europe

Jon-Erik Olsson, Jimmy Sandell

Uppsala University - Sweden

12.00-12.45

Evaluating Business Intelligence Software - Testing the SSAV Model

Yasmina Amara *, Klaus Solberg Sjøilen*, Dirk Vriens, Per Jenster*****

** Blekinge Institute of Technology - Sweden*

*** Nijmegen School of Management - Netherlands*

**** China Europe International Business School - China*

12.45-13.30

Informational innovation and competitive intelligence: the challenge of modern technology

Ali Chkir, Mohamed Neffati

University of Sfax - Tunisia

Lunch

14.30-15.15

Vertical Integration and Patent Licensing in Upstream and Downstream Markets

Moez Elj, Fehmi Bouguezzi

Ecole Polytechnique de Tunisie - Tunisie

15.15-16.00

Competing and cooperating in a flat world: Tracking business news on the World Wide Web for dynamic CI study of industries

Brigitte Gay

Université de Toulouse - France.

Coffee break

16.15-17.00

Operational Business Intelligence: A Viable Concept

Matthijs van Roosmalen

Nijmegen School of Management, Radboud University Nijmegen - Netherlands

Workshop 3 Competitive intelligence and innovation

Thursday, June 11.

17.00-17.45

The convergence of Societal Intelligence and Territorial Intelligence to promote Sustainable Development of weakened territories in France

Christian Bourret

Université Paris Est - France

17.45-18.30

Economic Intelligence in Small and Medium Businesses in France: a survey

Sophie Larivet

Ecole Supérieure du Commerce Extérieur - France

18.30-19.15

The Human Factor and Competitive Intelligence: Resource, lever and key for success.

Anne-Marie Fray

ESCEM, Tours-Poitiers, Business School - France

Dinner

Friday, June, 12.

9.00-9.45

Competitive Intelligence and Strategic Governance Issues for French Groups of Mutual Banks Facing the Financial Crisis

Denis Malherbe

CERMAT / Université François Rabelais Tours, ESCM

Tours-Poitiers - France

9.45-10.30

Methodology to integrate Competitive Intelligence with the Hoshin Kanri planning system: Application to a Commercial Strategy

Filiberto Luévano Narváez*, Marisela Rodríguez Salvador, José Roberto Antonio Vega Pino*****

** Company X - México*

*** ITESM Instituto Tecnológico y de Estudios Superiores de Monterrey - México*

**** ITESM Instituto Tecnológico y de Estudios Superiores de Monterrey - México*

Workshop 4 Diverse areas of competitive intelligence

Thursday, June 11.

17.00-17.45

Teaching competitive intelligence at Saint-Cyr

Didier Danet

Saint Cyr - France

17.45-18.30

Intelligence ideals

Magnus Hoppe

School of Innovation, Design and Engineering

Mälardalen University - Sweden

18.30-19.15

Knowing is action: from noticing to sense-making

Nicolas Moinet*, Pascal Frion**

** University of Poitiers - France*

*** Acrie Competitive Intelligence, Nantes - France*

Dinner

Friday, June, 12.

9.00-9.45

The generation of a rumour: from the emergence to the percolation

Laurent Gaildraud*, Henri Samier, Jean Maurice Bruneau*****

** Consultant en Intelligence Economique, Marseille - France*

*** ISTIA, University of Angers - France*

**** Associate Professor, PhD - Institut Telecom - Telecom SudParis, Evry - France*

9.45-10.30

Marginalizing the periphery: enhancing competitive awareness by looking less hard

Michael Neugarten

Business Intelligence Israel Aerospace Industries - Israel

10.30-11.15

Representing territory resources within a territorial intelligence system

Maryse Salles*, Gabriel Colletis**

** IRT - Université de Toulouse - France*

*** LEREPS - Université de Toulouse - France*