



**4<sup>TH</sup> EDEN DOCTORAL & YOUNG SCHOLAR SEMINAR ON  
“INTANGIBLES, INTELLECTUAL CAPITAL & VALUE CREATION:  
MANAGEMENT, MEASUREMENT AND STRATEGIC ISSUES”**

**UNIVERSITY OF FERRARA, DEPT. OF ECONOMICS & MANAGEMENT,  
SEPTEMBER 15 – 20, 2014**



**UNIVERSITÀ  
DEGLI STUDI  
DI FERRARA**  
- EX LABORE FRUCTUS -

**Via Voltapaletto 11, Ferrara, Italy**

14 September Sunday	15 September Monday	16 September Tuesday	17 September Wednesday	18 September Thursday	19 September Friday	20 September Saturday
	<b>9:00 – 13:30</b>	<b>9:00 – 13:00</b>	<b>9:00 – 13:00</b>			<b>9:00 – 13:30</b>
<b>Arrival of participants</b>	<p><b>9:00 - 9:20</b> Welcome Prof. <b>Stefano Zambon</b> (Univ. of Ferrara, School Coordinator)</p> <p>Prof. <b>Marco Di Tommaso</b> (University of Ferrara)</p> <p><i>Intangibles: Goods, Firms and the Meso- Level. Business Opportunities and Industrial Policy Needs</i></p>	<p>Prof. <b>Stefano Zambon</b> (Univ. of Ferrara, School Coordinator)</p> <p><i>From Accounting and Financial Reporting to Intellectual Capital. An Integrated (Reporting) Perspective</i></p>	<p>Prof. <b>Baruch Lev</b> (Stern School of Business, NYU)</p> <p><i>Reflections on current research on intangibles</i></p>	<p><b>EIASM</b></p> <p>10th Interdisciplinary Workshop on “Intangibles, Intellectual Capital &amp; Extra-Financial Information”</p>	<p><b>EIASM</b></p> <p>10th Interdisciplinary Workshop on “Intangibles, Intellectual Capital &amp; Extra-Financial Information”</p>	<p><b>9:00 – 11.:30</b> Dr. <b>André Gorius</b> (Executive VP Licensing &amp; Technical Knowledge Manag’t, Solvay), <i>Valuing IP: Theoretical Issues and Practical Implications in a MNL Company Case</i></p> <p><b>11:30 - 13:30</b> Prof <b>Stefano Zambon</b> <i>An Overview of International Initiatives in the Intangibles Arena</i></p>
	<b>13:30 – 14:45</b>	<b>13:00 – 14:30</b>	<b>13:00 – 14:30</b>			<b>13:30 – 14:45</b>
	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>			<b>Lunch</b>
<b>19:45</b>	<b>14:45 – 18:30</b>	<b>14:30 – 18:30</b>	<b>14:30 – 18:30</b>			
<b>Dinner and get together</b>	<p><b>Poster presentations</b> of research projects by <b>students</b> (7 mins. max)</p>	<p>Prof. <b>Manfred Schwaiger</b> (LMU, Munich)</p> <p><i>Corporate Reputation Capital: Measurement, Management, and Effects on Stakeholder Behavior</i></p>	<p>Prof. <b>Jan Mouritsen</b> (Copenhagen Business School)</p> <p><i>IC, Innovation and Control: From Reporting to Managing Intangibles</i></p>	<p><b>EIASM</b></p> <p>10th Interdisciplinary Workshop on “Intangibles, Intellectual Capital &amp; Extra-Financial Information”</p>	<p><b>EIASM</b></p> <p>10th Interdisciplinary Workshop on “Intangibles, Intellectual Capital &amp; Extra-Financial Information”</p>	<b>End of the School</b>