



8th EIASM INTERDISCIPLINARY WORKSHOP

on

“INTANGIBLES, INTELLECTUAL CAPITAL & EXTRA-FINANCIAL INFORMATION”

**Grenoble École de Management,
Grenoble, France,
27-28 September 2012**

in collaboration with

**Faculty & Department of Economics, University of Ferrara, Italy
Grenoble École de Management, Research pole “Immatériels”**

PROGRAMME

THURSDAY, SEPTEMBER 27, 2012			
08:30 09:00 – 9:10	Registration Welcome Addresses (Room A303) Loïck Roche (Director, Grenoble École de Management) Stefano Zambon (University of Ferrara and Co-Chairperson of the Workshop)		
09:10 – 10:30	Inaugural Plenary Session – A French Touch (Room A303) Chairperson: Stefano Zambon, University of Ferrara Bernard Gumb (Professor, Grenoble École de Management) “Intangible assets and/or intangible liabilities: where do we look from?” Alan Fustec (Managing Partner, Goodwill Management, Observatoire de l’Immatériel) “Best Practices about Intangible Asset Valuation in French Companies” Ignace de Beelde (Professor, Ghent University, Belgium) “Should intangibles be on the balance sheet?”		
10:30 – 11:00	Coffee Break		
11:00 – 12:30	PS1: Accounting rules and standards	PS2: Impact of disclosure	PS3: Intangibles, risk and value
12:30 – 13:45	Lunch		
13:45 – 15:15	PS4: Patents, R&D and technology	PS5: Intangible investments and firm strategies	PS6: Intangibles in SMEs
15:15 – 15:30	Coffee Break		
15:30 – 17:00	PS7: Rhetoric and visual approaches	PS8: New trends	PS9: Intangibles, development and sustainability
19:30	WORKSHOP DINNER Restaurant Le Téléphérique La Bastille - Grenoble		

FRIDAY, SEPTEMBER 28, 2012			
09:00 – 10:30	PS10: Intangibles and banking	PS11: Integrated reporting	PS12: Knowledge and IC
10:30 – 10:45	Coffee Break		
10:45 – 12:15	PS13: Intangibles in industry	PS14: Extra-financial forms of capital	PS15: Managerial perspectives
12:15 – 13:30	Lunch		
13:30 – 14h30	PS16: Observing practices	PS17: Modelling and measuring intangibles	
14:30 – 16:10	<p>Conclusive Plenary Session – An International Touch (Room A303) Chairperson: Bernard Gumb, Grenoble École de Management</p> <p>Takayuki Sumita (METI, Japan, and Chairman, WICI) "New Reporting Model to Integrating Material Intangibles into Value and Performance"</p> <p>André Gorius (Innovation Excellence Director, Solvay – Rhodia Sector) "Valuation of R&D intangibles – A Physicist's Approach"</p> <p>Stefano Zambon (University of Ferrara) "Integrating Reports: Intangibles, Business Model, and Sustainability. An International Perspective"</p> <p>Conferment of the GEM Best Junior Contribution to the Intangibles and IC Theory and Practice Award</p>		

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Thursday, 27 September 2012

PS 1 11:00-12:30 Room A301	PS 2 11:00-12:30 Room A303	PS3 11:00-12:30 Room A306
<p><u>Session Title:</u> Accounting rules and standards</p> <p>Chairperson: Anne Krebs (Copenhagen Business School)</p> <p><i>Irina Duscher (Hamburg Technical University)</i> Impact of R&D costs capitalization on financial reporting of listed biotechnological companies</p> <p><i>Hanna Silvola (Aalto University), Jari Huikka (Aalto University), Jan Mouritsen (Copenhagen Business School)</i> Value relevance of goodwill impairment testing?</p> <p><i>Paolo Pietro Biancone (University of Turin)</i> The information content of goodwill impairments in Italian listed banks</p>	<p><u>Session Title:</u> Impact of disclosure</p> <p>Chairperson: Thomas List (Augsburg University)</p> <p><i>Michela Cordazzo (Free University of Bozen-Bolzano),</i> The influence of intellectual capital on firm's reporting financial performance</p> <p><i>Vivien Beattie (University of Glasgow), Robin Roslender (University of Dundee), Sarah Jane Smith (Stirling University)</i> Balancing on a Tightrope: Relational Capital, Value Creation and Disclosure</p> <p><i>Elissavet Kassotaki, Sandra Cohen (Athens University of Economics & Business)</i> Capturing intellectual capital "flows" through content analysis procedure: a new approach in interpreting intellectual capital voluntary disclosures.</p>	<p><u>Session Title:</u> Intangibles, risk and value</p> <p>Chairperson: Ignace de Beelde (Ghent University)</p> <p><i>Yosra Béjar (Institut Mines Telecom, Paris)</i> The impact of intellectual capital on French technology firms' survival</p> <p><i>Véronique Blum (University of Grenoble)</i> The financial value of a patent: classical or optional methods?</p> <p><i>Susanne Durst, Stefan Wilhelm (University of Liechtenstein)</i> How to measure knowledge at risk?</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Thursday, 27 September 2012

PS 4 13:45-15:15 Room A301	PS 5 13:45-15:15 Room A303	PS 6 13:45-15:15 Room A306
<p><u>Session Title:</u> Patents, R&D and technology</p> <p>Chairperson: Alan Fustec (Observatoire de l'Immatériel)</p> <p><i>Deborah Branswijck, Patricia Everaert (Ghent University)</i></p> <p>The influence of myopic R&D investment behavior on firm value and firm performance: evidence from the UK (and Europe)</p> <p><i>Véronique Blum (University of Grenoble), Gabriele Luculli (Grenoble Business School)</i></p> <p>Patent markets: efficiency conditions for a new "commodity" market</p> <p><i>Thomas List, Wolfgang Schultze (Augsburg University)</i></p> <p>Do recognition and disclosure on R&D play substitutive or complementary roles? – Evidence from Germany</p>	<p><u>Session Title:</u> Intangible investments and firm strategies</p> <p>Chairperson: Michela Cordazzo (Free University of Bozen-Bolzano)</p> <p><i>Corentin Vermeulen (Crp Henri Tudor, Luxembourg)</i></p> <p>The role of a dynamic concept in the contribution of intellectual capital to the performance of service providers: a model proposition.</p> <p><i>Matti Skoog (Stockholm University), Marco Giuliani (University of the Marche)</i></p> <p>The relevance of time in accounting. The case of intangibles from a management accounting perspective.</p> <p><i>Ari Lammi (Prizzway Oy), Hannu Vanharanta (Tampere University of Technology)</i></p> <p>Measurement and assessment of IC in strategic management</p>	<p><u>Session Title:</u> Intangibles in SMEs</p> <p>Chairperson: Nhu Tuyen Lê (Grenoble École de Management)</p> <p><i>Ronald Orth, Kai Mertens, Holger Kohl (Fraunhofer IPK)</i></p> <p>Perspectives for an integrated reporting in small and medium-sized enterprises</p> <p><i>Francisco M. Somohano, José Manuel López-Fernández, Francisco Javier Martínez-García (Cantabria University)</i></p> <p>The process and outcomes of innovation and its effect on economic performance and the Financial situation of SMEs</p> <p><i>Juan Carlos Salazar, M. Paloma Sánchez, Oihana Basilio (Autonomous University of Madrid)</i></p> <p>Intellectual capital and productivity: IC management as support for financing innovation in SMEs</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Thursday, 27 September 2012

PS 7 15:30-17:00 Room A301	PS 8 15:30-17:00 Room A303	PS 9 15:30-17:00 Room A306
<p><u>Session Title:</u> Rhetoric and visual approaches</p> <p>Chairperson: Pierluigi Catalfo (University of Catania)</p> <p><i>Jane Davison (Royal Holloway University, London)</i> Intangibles and visual rhetoric</p> <p><i>Johan Graaf (Stockholm University)</i> Colouring the numbers - Intellectual capital as a symptomatic quality</p>	<p><u>Session Title:</u> New trends</p> <p>Chairperson: Véronique Blum (University of Grenoble)</p> <p><i>Wojciech Czakon, Dariusz Lizak (University of Economics in Katowice)</i> The social capital of the firm: are we focusing on the right facet?</p> <p><i>Maria Assunta Baldini, Giovanni Liberatore (University of Florence)</i> Corporate governance and intellectual capital disclosure. An empirical analysis of the Italian listed companies</p> <p><i>Laura Girella (University of Ferrara)</i> Regulating through the “logic of appropriateness” and the “rhetoric of the expert”: the case of intangibles reporting in Germany</p>	<p><u>Session Title:</u> Intangibles, development and sustainability</p> <p>Chairperson: Roberto Aprile (University of Bologna)</p> <p><i>Nhu Tuyen Lê (Grenoble École de Management)</i> Sustainable development spirit and Accounting, What is at stake?</p> <p><i>Cristiana Parisi, Jan Mouritsen (Copenhagen Business School)</i> Problematizing the relationship between the concepts of intellectual capital and sustainable development</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 28 September 2012

PS10 09:00-10:30 Room A301	PS11 09:00-10:30 Room A303	PS12 09:00-10:30 Room A306
<p><u>Session Title:</u> Intangibles and banking</p> <p>Chairperson: Marie-Hélène Bihr (ESDES - Université Catholique de Lyon)</p> <p><i>Lei Chen, Jo Danbolt, John Holland (University of Glasgow)</i> Intangibles and bank performance: testing the resource-based theory using mixed methods</p> <p><i>Romilda Mazzotta, Franco Rubino, Giovanni Bronzetti (University of Calabria)</i> Intellectual capital reporting from social and sustainability reports in financial services</p> <p><i>Maha Khalked (Suez Canal University)</i> The investment in knowledge assets and the organization performance in the Egyptian banking sector</p>	<p><u>Session Title:</u> Integrated reporting</p> <p>Chairperson: Vivien Beattie (University of Glasgow)</p> <p><i>Roberto Aprile (University of Bologna), Elisabetta Magnaghi (University of Lorraine)</i> Integrated reporting: a first analysis of the discussion papers of the framework and of their comment letters</p> <p><i>Federica Doni (University of Milan Bicocca), Andrea Gasperini (EFFAS CIC, WICI Europe and Aiaf "Mission Intangibles), Pasquale Pavone (Scuola Superiore S.Anna – Pisa)</i> The integrated report in the South African mining companies listed on the JSE stock exchange: analysis of non-financial information and impacts on external disclosures</p> <p><i>Elisabetta Magnaghi (University of Lorraine), Roberto Aprile (University of Bologna)</i> Integrated reporting: a theoretical perspective on this critical issue</p>	<p><u>Session Title:</u> Knowledge and IC: methodological and theoretical issues</p> <p>Chairperson: Elissavet Kassotaki (Athens University of Economics & Business)</p> <p><i>Pierluigi Catalfo (University of Catania)</i> Methodological tools for the evaluation of intangibles management in research institutions. Some empirical evidence and new remarks</p> <p><i>Paulina Bednarz-Luczewska (Kozminski University)</i> Intellectual capital and innovation – Agentic component of IC theory</p> <p><i>Giuseppe Marzo (University of Ferrara)</i> Ambiguities, dualities and metaphor in intellectual capital research and practice. Some open questions.</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 28 September 2012

<p align="center">PS13 10:45-12:15 Room A301</p>	<p align="center">PS14 10:45-12:15 Room A303</p>	<p align="center">PS15 10:45-12:15 Room A306</p>
<p><u>Session Title:</u> Intangibles in industry</p> <p>Chairperson: Stefano Zambon (University of Ferrara)</p> <p><i>Luminita Enache, Antonio Parbonetti (University of Padua)</i> Corporate governance and product-related voluntary disclosure. An analysis of biotech firms</p> <p><i>Lidia Oliveira, Paula Azevedo (University of Minho)</i> Intangibles reporting through visual images in annual reports: the case study of EDP - Energias de Portugal, SA</p> <p><i>Patrizia De Corato (University of Ferrara)</i> Intellectual capital reporting in Lebanon: opportunity, influence, and implementation barriers in the telecommunication industry</p>	<p><u>Session Title:</u> Extra-financial forms of capital</p> <p>Chairperson: Yosra Béjar (Institut Mines Telecom, Paris)</p> <p><i>Vassilios Christos Naoum, Orestes Vlimas, George Venieris (Athens University of Economics & Business)</i> Organization capital and sticky behaviour of selling, general and administrative expenses</p> <p><i>Shibashish Mukherjee (University of Ferrara)</i> Organizational capital: theory and evidence on the cross section of risks and returns</p> <p><i>Marie-Hélène Bihl (ESDES - Université Catholique de Lyon), Rosanas Marta-Camprodon (IQS, Universitat Ramon Llull)</i> The legitimacy of extra-financial criteria</p>	<p><u>Session Title:</u> Managerial perspectives</p> <p>Chairperson: Matti Skoog (University of Stockholm)</p> <p><i>Anne Krebs (Copenhagen Business School)</i> Dispersed, ambidextrous organizations and knowledge management IC inscriptions as devices for knowledge management</p> <p><i>Johan Adolphson, Jan Eklöf (University of Stockholm)</i> Profitability and customer satisfaction as intangible</p> <p><i>Christopher Williams (Western University), Soo Hee Lee (University of Kent)</i> Intangible subsidiary capital in the multinational corporation</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 28 September 2012

PS 16

13:30-14:30

Room A301

Session Title: Observing practices

Chairperson: Giuseppe Marzo (University of Ferrara)

Bernard Gumb (Grenoble École de Management), Alan Fustec (Goodwill Management & Observatoire de l'Immatériel)

The story of the French touch on "Immatériels": a retrospective

Otto A. Altenburger, Michaela Schaffhauser-Linzatti, Julia Schmidt (University of Vienna)

Ten years after the introduction of the intellectual capital report for Austrian Universities

PS 17

13:30-14:30

Room A303

Session Title: Modelling and measuring intangibles

Chairperson: Wojciech Czakon (University of Economics in Katowice)

Viktoria Zerr (University of Edinburgh)

Estimating a measure of intellectual capital to test its determinants

Lei Chen (University of Exeter), John Holland (University of Glasgow), Jo Danbolt (University of Glasgow)

Rethinking banking models using a grounded theory model of bank intangibles