

TENTATIVE SCHEDULE as on 3 March 2010 (*subject to change*)

Pre-Conference social programme
Additional costs apply (See below for details)

WED 6 OCT 2010
Pre-registration required

13:00 -->

SUOMENLINNA

Suomenlinna, located in Helsinki, is a historical maritime fortress and one of Finland's most popular sights. It attracts about 700,000 visitors every year. Suomenlinna has something for everyone - walls, cannons, tunnels, a submarine, museums, cafés, restaurants and even a brewery! Many find the 15-minute ferry crossing to the fortress the most enjoyable part of the visit. It offers you a unique chance to see and photograph Helsinki from the sea.

The fortress is one of seven
Unesco World Heritage sites in Finland.

[://www.suomenlinna.fi/en/](http://www.suomenlinna.fi/en/)

Bus leaves from the Main Conference Hotel at 13:00

Ferries from Kauppatori to Suomenlinna leave
e.g. at 13:40 and 14:20

Ferries return from Suomenlinna e.g. at 15:40 and 16:20
Bus leaves from Helsinki back to the Main Conference Hotel
in Vantaa at 18:00 leaving the participants some time to get
acquainted with the city center

Cost pricing. Individual participant price estimate starts
from 15 euros / 21 USD upwards including transportation.
This tourist attraction has no entrance fee. However, some
of the museums and exhibitions may be accessed only by
purchasing extra ticket at site. Please consult the given
website for details.

HEUREKA

Heureka, located in Vantaa, is the Finnish Science Centre. Its main purpose is to introduce science and research to the public. Heureka's exhibitions are interactive. The main exhibition has over 200 exhibits from many fields of science as well as a number of activity points. In addition to the main exhibition Heureka houses two temporary exhibitions. Heureka's Vattenfall Planetarium is one of the most modern digital planetariums in Europe. The narration of the shows is in Finnish but narrations in English can be heard with ear plugs available at the entrance of the planetarium. [://www.heureka.fi/portal/englanti/](http://www.heureka.fi/portal/englanti/)

Bus leaves from the Main Conference Hotel at 13:00
Bus leaves from Heureka back to
the Main Conference Hotel at 17:00 which is also the closing
time of this tourist attraction

Cost pricing. Individual participant price estimate starts
from 16 euros / 22 USD upwards including transportation
and entrance fee. The variation in pricing is dependent on
the individually selected visitation programme and will be
paid in full at site. The highest entrance fee alone including
access to all the exhibitions and three planetarium films is
28 euros / 39 USD. Please consult the given website for
details and different visitation programme options.

9:00 - 12:00

R&D&I RENDEZVOUS

for co-creating roadmaps for research proposals and plans
Stakeholders, interested collaborators and potential future partners' attendance free-of-charge - for this session only
 10 min presentations (by advance booking only) followed by Q&A session
 Ends with a general mingling of 30-60 minutes to boost the cross-fertilisation of ideas and liaising
 Coffee break around 10:30

12:00 - 13:00

Lunch

13:00 - 14:30

INVITED SPEAKERS I (in plenum)

Professor **Håkan Håkansson**, Norwegian School of Management, Norway:
"A jungle or a rainforest? Business in Networks"
 Professor **Mary Lou Roberts**, Boston College of Management, the U.S.:
"Getting Paypack from Your Social Media Efforts"
 Deputy Director **Simon Craig Gray**, EU-Japan Centre for Industrial Cooperation
"EU-Japan partnerships in the field of S&T EU-Japan clusters"

14:30 - 15:00

Kick-off coffee

15:00 - 16:30

WELCOMING WORDS, OPENING REMARKS AND ADDRESS

President Dr Pentti Rauhala, Laurea
 Mayor Mr Juhani Paajanen, City of Vantaa
 Regional Mayor Mr Ossi Savolainen, Uusimaa Regional Council

KEYNOTE ADDRESS I (in plenum)

Executive Consultant, CEO Tero J. Kauppinen, VIA Group Finland:
"Mastering Managerial Leadership and use of the G-factor in your own organisation"

16:30 - 17:00

Coffee break

17:00 - 18:30

PRACTICUMS (in parallel)

Mastering Managerial Leadership
 Facilitator: Ph.D (Hon) Tero J. Kauppinen

Understanding Personal Strengths in Relating to Others
 Facilitator: Dr Minna Mattila

19:30 -->

RECEPTION

In the spirit of the Finnish folk tradition
 Live Finnish zither music and folk songs
 Refreshments and savoury served

Combi2010

Registration open 8.00 - 17.00

FRI 8 OCT 2010

Coffee buffet available 8.00 - 10.00

9:00 - 11:00

KEYNOTE ADDRESS II (in plenum)

Executive Director Vincent Dessain, Harvard Business School Europe Research Center, France:
"Innovation and Social Responsibility"

Followed by an interactive
COMMENTARY on the same note

11:00 - 11:30

Coffee break

11:30 - 13:00

INVITED SPEAKERS II (in plenum)

Professor Evert Gummesson, Stockholm University School of Business, Sweden presenting *new service ideas about customers as co-creators of value together with suppliers, other customers (C2C) and other stakeholders in a network*
Research Director Dr Veli-Pekka Niitamo, Nokia/CKIR, Finland: *"Innovating in a Networked Operational Environment"*
Professor Richard Lancioni, Temple University, the U.S.: *"The Impact of Strategic Pricing on Worldwide Revenue Growth"*

13:00 - 14:00

Lunch

14:00 - 15:30

COMPETITIVE

PAPER

PRESENTATIONS

(in parallel)

e.g. TRACKS Wellness Business Management, Industrial Business Services, Project Management and Managerial Decision-making

e.g. TRACKS Relationship Marketing and Business Networks, Growth-Oriented Entrepreneurship and Entrepreneurial Capabilities, User-Driven Product Development

e.g. TRACKS Competitive Advantages and Pricing Considerations, Public Services Reform, Marketing Communications and Brand Management

e.g. TRACKS Leadership and Social Influence Processes, Organisational Strategy, Execution, and Governance

e.g. TRACKS Corporate Social Responsibility, International Business Management and Transnational Marketing, Market Research and Business Intelligence

15:30 - 16:00

Coffee break

16:00 - 17:30

INVITED

SPECIAL

SESSIONS

(in parallel)

Japanese-Finnish collaborative R&D project in practise
Moderator: Dr Hannu Pirnes or other

Actor-inspired regional development, case Vantaa
Moderator: Dr Armi Jyrkkiö

Multisensory Cultural Experiences
Moderator: Dr Annica Isacson

19:00 -->

BUSINESS SITE VISIT (*tentative*)

9:00 - 10:30

ABSTRACT PRESENTATIONS AND A POSTER SESSION (in parallel)

10:30 - 11:00

Coffee break

11:00 - 12:30

COMPETITIVE PAPER**PRESENTATIONS AND A POSTER SESSION**

(in parallel)

e.g. TRACKS Leadership and Social Influence Processes, Organisational Strategy, Execution, and Governance, Managing Service Delivery and Distribution Channels

e.g. TRACKS Corporate Social Responsibility, International Business Management and Transnational Marketing

e.g. TRACKS Innovative Enterprise and Strategic Marketing Planning, Industrial Business Services

e.g. TRACK Consumer Behaviour and Innovation Acceptance

12:30 - 13:30

Lunch

13:30 - 14:30

KEYNOTE ADDRESS III (in plenum)

Professor Erkki Autio, Imperial College London, the UK: *"Building momentum for innovation ecosystems"*

14:30 - 15:30

INVITED SPEAKERS III (in plenum)

Professor Alan Barrell, Entrepreneur-in-residence University of Cambridge, the UK on *innovativeness and creativity*
Development Director Jukka Ahtikari, Logica Finland: *"Developing Open Architecture in a Heterogeneous Operational Environment"*

15:30 - 16:00

Coffee break

16:00 - 17:30

COMPETITIVE**PAPER****PRESENTATIONS**

(in parallel)

e.g. TRACKS Relationship Marketing and Business Networks, Growth-Oriented Entrepreneurship and Entrepreneurial Capabilities

e.g. TRACKS Competitive Advantages and Pricing Considerations, Public Services Reform

e.g. TRACK Innovative Enterprise and Strategic Marketing Planning

e.g. TRACKS Wellness Business Management, Industrial Business Services

18:30 -->

BEST PAPER AWARD GALA DINNER

At "King's Salmon"

A scenic, historical riverside location with the premises of an Old File Factory. The King's Salmon factory milieu with its foaming rapids, combined with a superb service creates an excellent setting for this Best Paper Award Gala Dinner. The King Mansion is an idyllic milieu including a Gustavian-style manor house with charming interiors.

[://www.kuninkaanlohet.com/en/home](http://www.kuninkaanlohet.com/en/home)

The entertaining dinner programme consists of a live improvisational theatre performance in English and introductory dance lessons... and of course a three course banquet sit-down.

Bus leaves from the Main Conference Hotel at 18:30
The Dinner starts at 19:00 (the expected driving time is 5-10 minutes)
Bus is expected to leave back to the Main Conference Hotel around 23:00

9:00 -
13:00

ACADEMIC WRITING TUTORIAL

At "Laurea Tikkurila", room B409

[://www.tikkurila.laurea.fi/](http://www.tikkurila.laurea.fi/)

Transportation leaves from the Main Conference Hotel at 9:00
The Academic Writing Tutorial starts at 9:30 (the expected driving time is 10-15 minutes)
Bus leaves back to the Main Conference Hotel at 12:30 *sharp*

13:00 -->

Must have a minimum of 4 pre-registered participants
or will be cancelled

NUUKSIO NATIONAL PARK

There are almost 30 kilometres of trekking trails close to Haukkalampi, Kattila and Siikajärvi ponds. In Nuukio it is possible to escape the busy capital city and experience nature. With its marked trails and cooking shelters Nuukio is ideal for short hiking trips.

[://www.luontoon.fi/page.asp?Section=5131](http://www.luontoon.fi/page.asp?Section=5131)

The **Nahkiaispolku** Nature Trail, 2 km/1.24 miles, begins at Haukkalampi Nature Information Hut. Along the trail you find information on habitat restoration. The interesting trail in quite a difficult terrain.

Punarinankierros Trail, 2 km/1.24 miles, has the easiest terrain of the trails in the National Park. Along the trail you can see small lakes and beautiful heath.

Haukankierros Trail, 4 km / 2.49 miles. The quickest way to get a general impression of the Nuukio National Park is to walk the Haukankierros Trail. The trail goes up to high rocks, where you have the great scenery towards Haukkalampi and Brook Myllypuro valley.

Korpinkierros Trail, 8 km / 4.97 miles, crosses Rajakallio Rock with a long uphill climb. Along the trail you can see many small lakes and ponds.

Once at National Park surroundings, participants will first gather together to bake frankfurters on open fire and then may wander around the nature trail of their choice in small groups together with a Finnish group leader.

Transportation leaves from
the Main Conference Hotel at 13:00
Transportation back to the Main Conference Hotel is
expected to arrive by 18:00 the latest

Must have a minimum of 45 pre-registered participants
or will be cancelled

HELSINKI AUDIO BUS TOUR

Helsinki Expert's high-quality sightseeing tours introduce you the city's most interesting sights and attractions. The Audio City Tour by bus from the Esplanade Park is a modern tour with recorded commentary and impressive sound effects. This 1.5 hour lasting tour includes sound effects and commentary in 12 languages (Chinese, English, Finnish, French, German, Italian, Japanese, Latin, Russian, Spanish, Swedish and "Helsinki slang").

A tour hostess travels with the group in the bus.

Seating is limited, assigned on a first come, first served basis

Bus leaves from the Main Conference Hotel at 13:00
Helsinki Audio Bus Tour starts at 14:00 after which
participants will have some time to do shopping
in the downtown of the capital city
Bus leaves back to the Main Conference from Helsinki at 18:00