14th International CINet Conference

‘Business development and co-creation’

experience the conjunction of theory and practice

for practitioners and academics

8 - 11 September 2013

Nijmegen, Netherlands
14th International CINet Conference

‘Business development and co-creation’
the meaning of theory for day-to-day practice

8 - 11 September 2013

Innovation is for a majority of SME's unusual business with many uncertainties. To create and develop new products, processes and business for a present or future market is day-to-day business for only a minority of entrepreneurs. Innovation is often their secondary concern because operational business issues claim the entrepreneurs’ full attention. Ideas often stay on the shelf due to lack of time, money, partners or knowledge. Successful introduction of new ideas requires entrepreneurial capabilities and suitable operations and interventions with respect to many aspects: determining market, financial and technical feasibility is of course relevant, but the ability to develop innovations collaboratively in inter-organizational networks is essential. Collaboration in networks enables companies to achieve the intended multiple targets to economize on processes and to achieve added value in their innovation efforts. Triggered by the current economic situation new ways of organizing are emerging e.g. to embed corporate responsibility. This will create new business models that are balancing among the different values.

We are happy to invite you to meet new research experiences but above all to challenge international researchers for solutions for your innovation issues. Are you ready for it? A core ambition in the research of the CINet community is to add value for companies and organizations in their quest for sustainable performance. Although there is an extensive amount of excellent innovation theory and best practices, implementation is still an issue. Therefore it is a real challenge to make the practical impact of research efforts of CINet members clearer and more visible.

The "practitioners" day on Wednesday 11 September will highlight this issue and offer different platforms to create ideas and find solutions, with practitioners and academics interactively working together to bridge the gap between theory and implementation. Share your expertise, open up for new ideas and get new insights!

Audience and purpose
The conference is about successful innovation paths, business models, approaches and capabilities. It is of high interest for participants of research programs and for managers and consultants from all sectors of industry, involved in business development and co-creation, sustainability, innovation and quality management.
Program

Because of the ambition of CINet to establish a closer relationship between academics and practitioners the program consists of an academic part and one day especially focused on the meaning of theory for day-to-day practice.

Sunday 8 September 2013

18:00-19:30 Registration and welcome reception

Monday 9 September 2013 - Academic

08:30-09:15 Registration

09:15-09:30 Welcome by Theo Joosten (Director of Arnhem Business School, HAN University of Applied Sciences)

09:30-10:30 Keynote address by Dany Jacobs (HAN University of Applied Sciences)

The Life of Co; Cocreation and Codevelopment

Cocreation and codevelopment have been in the centre of many discussions on open innovation in recent years. In this lecture an overview will be given of the different concepts and practices in the realm of open innovation: from co-development with suppliers to customer-led ‘prosumption’. We also will go into a critical assessment of opportunities and threats related to each of these. And hopefully we will have a fruitful debate.

Dany Jacobs
Professor of Industrial Dynamics and Innovation Policy, University of Amsterdam
Professor of Art, Culture and Economy at the Universities of Applied Science ArtEZ and HAN

10:30-11:00 Coffee break

11:00-12:30 Parallel sessions: paper presentations

12:30-13:30 Lunch

13:30-15:00 Interactive open space: Trending topics in research

15:00-15:30 Coffee break

15:30-17:30 Parallel sessions: paper presentations

20:00-23:30 CINet conference dinner
Tuesday 10 September 2013 - Academic

09:00-10:30 Parallel sessions: paper presentations

10:30-11:00 Coffee break

11:00-12:30 Parallel sessions: paper presentations

12:30-13:30 Lunch

13:30-14:00 Plenary session/AGM: chairman’s address, John Bessant Best Paper Award, outlook to next conference

14:00-15:30 Parallel sessions: paper presentations

14:00-17:00 Special side stream on Crossovers between traditional and creative companies

Organized by ARCCI (Arnhem Center for Creative economy and Innovation, a joint-venture of HAN and ArtEZ institute of the Arts)

In the creative economy a main competitive factor is devising and implementing strong innovative concepts. Creative designers may play a very important role in this. However, it appears again and again that creatives and entrepreneurs from other industries do not understand each other’s world, culture and routines very well. In principle this creative tension may lead to interesting interaction. Quite often, however, it just leads to no interaction at all. How broad is this chasm nowadays and how can we overcome it?

Keynote addresses by Carel van Houte, Jeroen Verbrugge and Hendrik Snijders

Off the beaten track towards creative collaboration; cooperation with creative firms, seen from the perspective of the client

Carel van Houte - Chief development officer citizenM Hotels

Carel is member of citizenM’s founders group and responsible for the global design and construction activities. citizenM started a revolution in the hotel industry by creating a totally new category of ‘affordable luxury’ hotels. After opening the first 4 hotels in Amsterdam, Glasgow and London, citizenM is currently building out a highly innovative portfolio of hotels in London, Paris and New York. citizenM received numerous industry awards, including The World’s Most Trendy Hotel by Tripadvisor, the Comde Naste Hot 100 and the Dutch Design Award for Best Client.

Lessons to be learnt from cooperation between design firms and firms from other industries. How can we profit best from each other’s strengths?

Jeroen Verbrugge - Founder and co-owner of FLEX/The Innovation Lab

Jeroen has been active with his design firm FLEX since more than twenty years. They work for many larger and smaller companies such as Akzo Nobel, Grolsch, Skil, IHC Merwede. He is very active in BNO, the professional organisation of Dutch designers and also a member of the Dutch Creative Council.
Do’s and don’ts in matchmaking between creatives and possible principals from other industries; preliminary research results

Hendrik Snijders - ARCCI, CijferVisie, University of Groningen

Hendrik has been a researcher and policy advisor for more than thirty years. He was for instance senior researcher for AWT (Dutch Advisory Council for Science and Technology Policy) and Weten. He did many studies in the realm of innovation and sector specific innovation systems. Amongst other activities, the last year he has been looking at different matchmaking initiatives through which creatives and possible principals in other industries are being connected.

15:30-16:00  Coffee break
16:00-17:30  Round table: Getting innovation knowledge work in companies

About CINet

The Continuous Innovation Network (CINet) is a global network of researchers and practitioners interested in sharing and developing their knowledge of and experience with (continuous) innovation in the widest sense of the word. Industrial, service and public organizations rely more and more on learning and diffused innovation within the organization and across organizational borders, as the basis for economically, socially and environmentally sustainable development. This requires new and continuous development of theory on, and practices supporting, effective day-to-day operations, improvement and learning, and innovation and change.

Why – continuous innovation

The future wealth and well being of individuals, companies and society as a whole depend a great deal on continuous innovation. Successful continuous innovation leads to sustained high performance and requires organizations to combine, at the same time, all the time.

- Operational excellence: satisfying today’s stakeholders, including owners/shareholders, employees, customers and suppliers, and society as a whole.
- Innovation excellence: developing new products/services, processes, managerial and organizational systems and practices, and markets all the time, to satisfy tomorrow’s stakeholders.
- Strategic excellence: making the right strategic choices.

Achieving and sustaining continuous innovation excellence requires company-wide involvement and commitment, cross-departmental and inter-organisational collaboration, ongoing learning (and unlearning), and deep insight into the process of continuous innovation. Continuous innovation is an essentially cross-disciplinary field of research. Recognizing that none of them can cover the field on their own, the CINet members see the network as a major vehicle for collaboration required for developing and furthering the area.
Wednesday 11 September 2013 - Bridging the gap between theory and implementation

Business development & co-creation: where science and practice meet

08:30-09:15 Registration

09:15-09:30 Welcome by Jan Jurriëns (HAN University of Applied Sciences)

Jan Jurriëns - Professor of Innovation HAN University of Applied Sciences

Jan is specialized in innovation, sourcing, alliances and collaboration. He studied at the Transport academy in Tilburg and the Erasmus University in Rotterdam. He did his PhD at Nijenrode University in Breukelen. He had management positions at Twynstra Gudde, Cap Gemini, Atos, Computer Science Corporation, TNT, Internatio Muller and Reed Elsevier.

09:30-10:30 Keynote address by Henk-Jan Wegman (Ubbink BV) and Gerard Berendsen (HAN)

Business Unusual, collaborative innovation between SMEs and research partners

Collaborative Innovation challenges SMEs in various ways. In their innovation journey they are confronted with a wide range of dilemmas. Finding adequate responses demands a lot of capabilities and skills, e.g. how to deal with input of knowledge institutes. This keynote will address the dilemmas and offers a perspective for successful collaboration between SMEs and research partners from different points of view, such as:

- Business modeling
- Risk management
- To successful Collaboration
- Building Trust

Henk-Jan Wegman - Managing director of Ubbink BV, the Netherlands, member of the board of Ubbink-Centrotherm Group

Henk-Jan is more than 16 years active in the international manufacturing industry, driven by Process Improvement (WCM), quality (6Sigma) and turnaround/BPR.

Gerard Berendsen - Professor of Total Quality Management in Organizational Networks, HAN University of Applied Sciences

Gerard is more than 25 years experienced in many aspects of total quality management, business process improvement and organizational networks. He is chairman of the Boards of Our Common Future 2.0 and Certification Body VPGI and is owner of Twente Quality Centre.

10:30-11:00 Coffee break
Wednesday 11 September 2013 - Bridging the gap between theory and implementation

11:00-12:30 Workshops – round 1

1. Entrepreneurship and continuous innovation – Alfred Uytdewilligen (CAD2M)
2. Academic proof versus learning by doing – Tamara Derksen (Roof Update)
3. Virtues or vices: two sides of the same coin in organizational innovation? – Sharda Nandram (HAN University of Applied Sciences) and Danielle Zandee (Nyenrode Business University)
4. Creative innovation – Gerard Taat (Province of Gelderland)
5. Education and collaborative innovation management – Yvonne Peterman (HAN University of Applied Sciences)

12:30-13:30 Lunch

13:30-15:00 Workshops – round 2

1. Entrepreneurship and continuous innovation – Alfred Uytdewilligen (CAD2M)
2. Academic proof versus learning by doing – Tamara Derksen (Roof Update)
3. Virtues or vices: two sides of the same coin in organizational innovation? – Sharda Nandram (HAN University of Applied Sciences) and Danielle Zandee (Nyenrode Business University)
4. Creative innovation – Gerard Taat (Province of Gelderland)
5. Education and collaborative innovation management – Yvonne Peterman (HAN University of Applied Sciences)

15:00-15:30 Coffee break

15:30-17:30 Scientific challenge: solving current innovation issues from companies

Expert meetings introduced by Harrie Evers (Normteq)

Solving the problem

Facing actual issues and finding proper long-term solutions are relevant tasks for an entrepreneur to build a successful company. This also demands collaboration with different partners from industry, government and research. What issues are relevant nowadays and which of them are priority? From this Harrie addresses challenges for research for the near future.

Harrie Evers - Owner and CEO of NormTeg
Harrie has been working in the field of construction for many years. He started his own company about 20 years ago and has been very successful. His company is honored with several prestigious awards including the Koning Willem 1 prijs.

17:30-18:00 Closing address by Jan Jurriëns (HAN University of Applied Sciences)

18:00-20:00 Walking dinner
1. Entrepreneurship and Continuous Innovation

Innovation is not a target on itself, it is a journey. You’re heading for a direction, but you never know what issues will be encountered once you’ve started. Nevertheless an entrepreneur has to take care of the rather down-to-earth aspects of business: finances. This creates dilemmas, because the innovation-journey has to be completed. Proper preparation and experience are helpful, but strong bonds with reliable partners also. Being in control in an unpredictable program is the real challenge.

- Entrepreneurship
- Dilemma’s
- Business continuity
- Innovation in control

Alfred Uytdewilligen - CEO at CAD2M
Alfred studied at the Technical University Twente. In 1991 he started CAD/CAM company CAD2M, now one of the leading companies in NL in CADCAM automation. He owned and managed a World Championship motocross team for eight years collecting multiple titles and has set up a Stirling engine factory in China.

2. Academic proof versus learning by doing

Building envelops can be designed en realized/renovated more sustainable than commonly is done. An academic or technologist will tell you everything is possible. The building owner is struggling to get the job done in a proper way. Which sustainability standard to use? How to calculate the return on investment? And the official doesn’t know if the solution is safe enough for a license or certificate. How can we, academics and practitioners, contribute to sustainable buildings starting tomorrow? After a brief introduction we will come up with solutions using methods (like silent discussion, mindmapping and Six Thinking Hats (Edward de Bono)) to find suitable answers.

Tamara Derksen - Director RoofUpdate
Tamara is currently working as a self-employed professional. She has a back ground in building physics and a fascination for psychology. The Foundation RoofUpdate is one of her clients. Together with the experts related to RoofUpdate she advises building owners and municipalities on sustainable building envelops.
3. Virtues or vices: two sides of the same coin in organizational innovation?

Organizational innovation has not received much attention as the other types of innovations. However, given the current tendency to develop a new management and entrepreneurship paradigm, scholars and practitioners are focusing on proposing building blocks for organizational innovation. Such innovation can be defined as the invention and implementation of a management practice, process, structure, or technique that is new to the state of the art and is intended to further organizational goals. Given the urge to develop a new paradigm, such practices comprise a healthier model of man, often as replacement for the materialistic foundation of our worldview aiming to tackle the ethical decline in entrepreneurship, the distrust in the financial world, and meeting the need for purpose and meaning at the workplace. An interesting phenomenon in this process is the tendency to burn down the doing good drive among entrepreneurs (in sustainable business) by rather stigmatizing their goodness. In this workshop, we will explore whether stigmatization of goodness could occur as a disturbing phenomenon in the context of organizational innovation. Participants will fill in a survey to express how human values and virtues could turn into vices in a business context. Then we will focus upon the downside of these virtues by sharing examples of change agents in the context of organizational innovation. We will continue with the other side of the coin by applying the appreciative inquiry in addressing these virtues in the context of sustainable organizational development.

Sharda Nandram - Professor Entrepreneurship at HAN University of Applied Sciences
Sharda is also Associate Professor at Nyenrode Business University within the Center for Entrepreneurship and founder of Praan Solutions an international consultancy. Her topics of interest are Entrepreneurship, Spirituality, Management and Indian Leadership.

Danielle Zande - Professor of Sustainable Organizational Development at Nyenrode Business University.
Danielle studies and facilitates organizational change processes that enable the emergence of sustainable enterprise. She designs and facilitates OD processes in which action learning and action research approaches are often combined with an appreciative stance.

4. Creative Innovation

Interaction with creative industries can support traditional industries in their attempts to innovate vice versa. In the province Gelderland (the Netherlands) where both industries are present, regional authorities stimulate this interaction. Doing this, the authorities aim at a flourishing and growing regional economy. In this workshop, the central question is how?

- Examples of projects
- A way how to organize these contacts
- Ways to finance activities
- Best and less best practices

Gerard Taat - Program manager Energy Transition and Sustainable Innovation, Province of Gelderland
Gerard started as a soil chemist (WUR), 10 years in innovation, Province of Gelderland, 20 years in environmental, interest in networks and cross overs in industries.
5. Education and Collaborative Innovation Management (CIM)

After a short introduction of the CIM Framework the workshop participants wander around in a “room” that provides concepts, methods and techniques for CIM. Simultaneously the participants can indicate what kind of knowledge is lacking in the “room”. The challenge in the workshop is to connect the participants in what kind of focus is needed in the upcoming years, regarding the development of new integrated knowledge for CIM. After attending this workshop you will go home with a contribution in determining topics for new knowledge that offers long-term value.

Yvonne Peterman - Member research group TQM in ON and senior lecturer
Business Administration HAN University of Applied Sciences.
Yvonne has worked for ten years worked as a management consultant for large companies and SMEs. Nowadays she is working as a senior lecturer organizational change, innovation management, project management and, business process and guiding students in their theses.

Additional information

Hotels

The following hotels are suggested:

- Amrath Hotel Belvoir ****
- Apollo Hotel ***
- Hotel – Grand Café Atlanta ***
- Hotel Manna
- Mercure Hotel Nijmegen ****
- Sanadome ****

Location

HAN University of Applied Sciences
Laan van Scheut 10
Nijmegen, Netherlands

Public transport

Trains stop at Nijmegen Central Station and Station Nijmegen Heyendaal. Local buses stop near the campus (bus stop Sint Anna molen). There are several connections from Nijmegen Central Station to this bus stop. More information can be found at the 'Door-to-door journey planner'.
Registration

More information can be found on the website of CINet:
www.continuous-innovation.net

Registration Fees

- € 375: Conference PhD student CINet member - passe-partout
- € 475: Conference PhD student non CINet member - passe-partout
- € 475: Conference CINet member - passe-partout
- € 625: Conference non CINet member - passe-partout
- € 45: Practitioners Day 11-09-2013 students - one day pass
- € 245: Practitioners Day 11-09-2013 practitioners - one day pass

Practitioners - Industry Delegates
Registration may be shared between 2 people from the same company. Please show on the registration form the names of both people and the days/events each will be attending.

You want to grab this opportunity with both hands? Click on the green register button below or send an e-mail to lectoraat.TQM@han.nl. You will receive detailed information in return how to participate and how to prepare yourself for this special event for optimal results.