

The economics of creativity

BETA, Strasbourg, France

April 19th and 20th, 2012

**PROGRAMME
(provisional 12.04.2012)**

Thursday, April 19th
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9.00 - 9.15

Introduction: Thierry Burger-Helmchen

9.15 - 10.00

A strategic management of forgetting

Author: *Gilles Lambert*

Comments: *Christophe Lerch*

10.00 -10.45

Product lines innovations: Technical laws of evolution and the shaping of the environment

Authors: *Christophe Lerch, Eric Schenk, Denis Cavallucci*

Comments: *Gilles Lambert*

10.45-11.00 Coffee break

11.00 - 11.45

Creation, diffusion and industrialization of academic knowledge: a zoom at the level of laboratories in an entrepreneurial university.

Authors: *Mireille Matt, Véronique Schaeffer*

Comments: *Francis Kern*

11.45 - 12.30

Governing communities of experts

Authors: *Jean-Philippe Bootz, Olivier Dupouët, Francis Kern, Eric Schenk*

Comments: *Véronique Schaeffer*

12.30 - 14.00 Lunch

14.00 - 14.45

Marshalling resources and dynamic capabilities to overcome innovative barriers and foster creativity in the service sector

Author: *Hussler Caroline, Frank Laurence, Bunel, M., Eparvier, P.*

Comments: *Francis Gosselin, Nima Fallah*

14.45 – 15.30

Tools and implications of managing Knowledge and Creativity

Authors: *Claude Paraponaris, Jean-Louis Ermine, Pascal Lièvre, Claude Guittard*

Comments: *Jean-Alain Héraud*

15.30 – 15.45 Coffee break**15.45 – 16.30**

Innovation, territories and creativity: Some reflections about tools, initiatives and policies

Authors: *Emmanuel Muller, Jean-Alain Héraud, Andrea Zenker*

Comments: *Laurent Bach*

16.30 – 17.15

STI policies, policy for creative industries, policy for creativity: rationales and convergences

Author: *Laurent Bach*

Comments: *Emmanuel Muller*

17.15 – 18.00

Mutations, uncertainty and viable behaviours

Author: *Francis Munier*

Comments: *Murat Yildizoğlu*

18.00 Departure for “Creative Evening”

Friday, April 20th

9.00 – 9.45

Architectures of creativity

Author: *Patrick Cohendet*

Comments: *Thierry Burger-Helmchen*

9.45- 10.30

Technological Infrastructure Policy: National Support, International Coordination

Author: *Moshe Justman*

Comments: *Arman Avadikyan*

10.30 – 10.45 Coffee break**10.45 – 11.30**

Demand-Side Determinants of Deal Value for Acquisitions by Large incumbents in High-Technology Industries: The Role of Non-Linearities and Moderation Effects

Author: *Marcus Wagner*

Comments: *Julien Pénin*

12.15 – 13.00

Science-based entrepreneurial creativity through the lens of sectoral and national innovation systems: French academic start-ups developing hydrogen and fuel cell technologies

Author: *Arman Avadikyan*

Comments: *Moshe Justman*

13.00 – 14.00 Lunch**14.00 – 14.45**

Market Occupation in a Circular Market: Product Innovation and/or Patenting

Author: *Murat Yıldızoğlu*

Comments: *Eric Schenk*

14.45 – 15.00

“A modern approach of Zuscovitch’s vision of the dynamics of technology”

Authors: *Patrick Cohendet, Jérôme Freyermuth, Julien Pénin*

Comments: *Claude Guittard*

15h.00 – 15.45 Coffee break**15.45 – 16.30**

Fits and Misfits: Technological Matching and R&D Networks

Authors: *Robin Cowan, Nicolas Jonard, Bulat Sanditov*

Comments: *Patrick Llerena*

16.30 – 17.15

Strategic alliances and knowledge flows between firms

Authors: *Müge Özman, Patrick Llerena*

Comments: *Robin Cowan*

17.15 Closing words – Final recommendations

For information: chapters included in the book but which will not be presented at the meeting in Strasbourg
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1. Title TBA

Ravid S. Abraham (Avri)

2. Estimating the Impact of a Potential Process Innovation and the Optimal Strategy of Licensing

Lou Weifang