



# ISPIIM CONNECTS YOKOHAMA

## Transforming Society through People and Innovation

### PROGRAMME

For the full programme, delegates must access through the Eventsential event platform.

This is a paperless conference.

All times are JAPAN STANDARD TIME (JST) = UTC + 9

<b>SPECIAL INTEREST GROUPS</b>	 Circular Innovation	 Futures & Foresight	 ISO Standards & Body of Knowledge	 Social Innovation
	 Digital Disruption & Transformation	 Health & Innovation	 Living Labs	 Teaching & Coaching Innovation
	 Blue Economy & Innovation	 Frontiers of Impact	 Innovation Leadership	 Values-Based & Sustainable Innovation
		 Responsible Innovation		

# MONDAY, 1 DECEMBER

Location: YOKOHAMA PORT OPENING MEMORIAL HALL

1-chōme-6 Honchō, Naka Ward, Yokohama 231-0005

## 0900 ISPIM REGISTRATION DESK OPENS

Foyer (Floor 1)

0930  
to  
0950

### CONFERENCE WELCOME

Auditorium (Floor 1)

Welcome by **Iain Bitran**, Executive Director of ISPIM

Welcome by **Chie Sato**, President of Biztech, Inc. and ISPIM Fellow

Welcome by **Kazuo Nagasaki**, Manager of The Business Innovation Department at The Economic Bureau of The City of Yokohama

[Wordly Translation](#) – [Pocketalk Translation](#)

0950  
to  
1010

### KEYNOTE SPEAKER

Auditorium (Floor 1)

**Why does Innovation matter to “the Scenery of the Future for Happiness?” - Leveraging GREEN×EXPO 2027 in Yokohama**

**Misa Kemmiya**, Director General for Sustainability Management of GREEN×EXPO 2027

[Wordly Translation](#) – [Pocketalk Translation](#)

1010  
to  
1055

### PANEL DISCUSSION

Auditorium (Floor 1)

**Transforming Urban Business Models to Foster Innovation Ecosystems**

Moderated by **Adam Fulford**, Owner of Fulford Enterprises

Panellists:

**Yuya Nishimura**, Senior Manager, Executive Consultant at NTT Data

**Ryusuke Koyama**, Professor at NUCB Business School

**Seiji Manabe**, Professor at Yokohama National University

[Wordly Translation](#) – [Pocketalk Translation](#)

1055


## MORNING BREAK & YOKOHAMA SHOWCASE

to 1125	Basement (Floor -1)
1125 to 1145	<p><b>KEYNOTE SPEAKER</b></p> <p>Auditorium (Floor 1)</p> <p><b>Digital Transformation (DX): Putting people back in</b></p> <p><b>Florian Kohlbacher</b>, Author, Thought Leader, Corporate Executive</p> <p><a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a></p>
1145 to 1230	<p><b>PANEL DISCUSSION</b></p> <p>Auditorium (Floor 1)</p> <p><b>Innovation with People: Purpose, Impact and Well-Being</b></p> <p>Moderated by <b>Chie Sato</b>, President of Biztech, Inc.</p> <p>Panellists:</p> <p><b>Yuko Nakanishi</b>, Group Manager, R&amp;D Strategy Department, Shiseido</p> <p><b>Hiraku Okumura</b>, General Manager, R&amp;D Planning Department, Research &amp; Development Division, Yamaha Corporation</p> <p><b>Shin Yamomoto</b>, Director of BMIA Japan and Future Design Lab Facilitator, CMIC Holdings</p> <p><b>Tomoyuki Miyazaki</b>, Professor at Yokohama City University</p> <p><a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a></p>
1230 to 1250	<p><b>KEYNOTE SPEAKER</b></p> <p>Auditorium (Floor 1)</p> <p><b>Circular Economy - Quo Vadis?</b></p> <p><b>Cornelius Herstatt</b>, Honorary Professor at University of Auckland Business School</p> <p><a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a></p>
1250 to	<p><b>CONFERENCE AWARD</b></p> <p>Auditorium (Floor 1)</p>

1300	Presentation of the <b>Dick Marsh Award</b> for the conference paper that best demonstrates Innovation Management Impact Presented by <b>Anne-Laure Mention</b> , Director, Community Engagement & Impact at ISPIM & Director, Global Business Innovation Enabling Capability Platform at RMIT University <a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a>		
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1300 to 1400	<b>LUNCH &amp; YOKOHAMA SHOWCASE</b> Basement (Floor -1)		
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1400 to	<b>WORKSHOPS</b>		<b>PANEL DISCUSSION</b>	<b>30 MINUTES TRANSFER TIME</b>
	Room 7 (Floor 2)	Room 9 (Floor 2)	Auditorium (Floor 1)	

1500	<b>1.01 The Use of AI Tools in Strategic Decision-Making</b> Led by Ram Srinivas <a href="#">More details</a>	<b>1.02 Think you're innovative? Benchmark your Innovation Readiness and unlock the Unbounded Mindset, to accelerate your Organization</b> Led by Shannon Phillips <a href="#">More details</a>	<b>Transitioning to Innovation Management that Drives Business Impact</b> Moderated by <b>Ai Ohara</b> , Director of Japan Innovation Network Panellists: <b>Noboru Konno</b> , President of Japan Innovation Network <b>Magnus Karlsson</b> , Partner & Advisor at Amplify and National Expert at Swedish Institute for Standards <b>Tim Vorley</b> , Pro Vice-Chancellor at Oxford Brookes University <b>Hiroyuki Ozaki</b> , Director of Japan Innovation Network <b>Yoshiki Nomura</b> , Executive Director at Dassault Systemes Japan <b>Ryoko Aoyagi</b> , Country President at Schneider Electric Japan <a href="#">More details</a> <a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a>	Move to Kanagawa University Minatomirai Campus, 4 Chome-5-3 Minatomirai, Nishi Ward, Yokohama, 220-8739  <b>Minatomirai Line</b> Transit time: 17 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station <b>JUNIOR RESEARCHER LAB (1430 to 1730)</b> Location: Kanagawa University Led by Luisa Lopez, ISPM Junior Researcher Coordinator Welcome by Seiki Yukimoto, Faculty Dean at Kanagawa University Workshop leaders: Olga Kokshagina, Associate Professor at Sydney Business School Magdalene Ang, Professor at Kanagawa University
1500 to 1530	<b>AFTERNOON BREAK &amp; YOKOHAMA SHOWCASE</b> Basement (Floor -1)		<b>30 MINUTES TRANSFER TIME</b> Move to Innovation Square on 6 <sup>th</sup> Floor of Kyocera Minatomirai Research Center, Ocean Gate Minato Mirai, 3-chōme-7 Minatomirai, Nishi Ward, Yokohama 220-0012  <b>Minatomirai Line</b> Transit time: 11 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station	Speaker: Yat Ming Ooi, Editor-in-Chief at Research Technology Management Journal & Associate Editor at Journal of Innovation Management Additional fee of €20 (¥ 3 380) per delegate <a href="#">Advance sign up required</a> <a href="#">More details</a> 

1530 to 1630	IMPACT SPEAKERS	WORKSHOP	PANEL DISCUSSION
	Room 7 (Floor 2)	Room 9 (Floor 2)	Innovation Square
	<b>2.01 Innovation in Sustainability through Radical Transparency using Technology</b>  <b>The Future of Real: Managing Innovation Through Verifiable Data</b>  <b>Jon Bruno</b> , CEO of Rainforest Connection & The International Ecotourism Society	<b>2.02 Competency framework, Body of Knowledge and Personal Certification</b>  Led by <b>Magnus Karlsson</b> , Senior Partner at Amplify and <b>Tim Vorley</b> , Professor and Pro Vice-Chancellor at Oxford Brookes University, <b>Mats Magnusson</b> , Professor, KTH Royal Institute of Technology  <a href="#">More details</a>  	<b>Cities as Platforms for Innovation Ecosystems (1530 to 1730)</b>  Welcome by <b>Tetsuhiro Ohsaki</b> , Senior Director at Kyocera  Panel moderated by <b>Adam Fulford</b> , Owner of Fulford Enterprises  Panellists:  <b>Tetsuhiro Ohsaki</b> , Senior Director at Kyocera <b>Mariko Terada</b> , Senior Service Designer at NTT Data  <b>Cornelius Herstatt</b> , Honorary Professor at University of Auckland  <b>Kirsi-Maria Hyytinen</b> , Research Team Leader at VTT Technical Research Centre of Finland  <b>Kazuo Nagasaki</b> , Manager of The Business Innovation Department at The Economic Bureau of The City of Yokohama  <a href="#">Wordly Translation</a> – <a href="#">Pocketalk Translation</a>
5 MINUTES TRANSFER TIME			
1635 to 1735	WORKSHOPS		
	Room 7 (Floor 2)	Room 9 (Floor 2)	
	<b>3.01 AI Readiness: A collaborative design toolkit for professional services firms</b>  Led by <b>Tim Vorley</b> and <b>Francisco Trincado Munoz</b>  <a href="#">More details</a>	<b>3.02 ISO 56001 Organizations are now certified</b>  Led by <b>Magnus Karlsson</b> , Senior Partner at Amplify  <b>Masato Nonaka and Shigeru Fukunaga</b> , Oki Electric Industry  <b>Suzanne Lynch</b> , Perfect Link  <a href="#">More details</a>  	

1900  
to  
2100

JAPANESE FOOD EXPERIENCE @ YOKOHAMA DREAMLAND

Named after the local amusement park that closed in 2002, Yokohama Dreamland features a large, two-story food court in Yokohama's popular Nogecho drinking district, bringing together eight unique and popular restaurants that specialize in pork dishes, charcoal-grilled chicken, yakitori, meat izakaya, sushi and ramen, tuna dishes, Okinawan cuisine, and grilled offal. Make sure you bring your appetite as there will be plenty of food and drink!

Address: 1 Chome-39-7 Hanasakicho, Naka Ward, Yokohama, Kanagawa 231-0063



Transit time: 19 minutes by footwalking from Port Opening Memorial Hall

Dress Code: Casual

Please make your own way there and don't forget to bring your badge.



## TUESDAY, 2 DECEMBER

0920 to 1005	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				IMPACT SPEAKER
	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)	Auditorium (Floor 1)
	<b>4.01: Ideas &amp; Innovation</b> Facilitator: Aracha Krasae-In <b>Atsushi Takenouchi, Akimasa Ueda:</b> When organizations with abundant ideas and resources fail to innovation <b>Detlef Reis:</b> AI vs. Human Teams in the Development Stage of X-IDEA <b>Mats Magnusson:</b> Innovation Idea Evaluation - an Experimental Approach	<b>4.02: Advanced Manufacturing and R&amp;D</b> Facilitator: Jenny Elfsberg <b>Akira Uniya:</b> When Assembly Firms Build the Unassembled: Reimagining Product-Process Integration <b>Obakeng Jona:</b> Bridging Lab and Industry in Women's Health Bioprocessing <b>Ramin Amiri:</b> Advising Transformation: Consultants' Views on Automotive Innovation and Threats	<b>4.03: Business Models</b> Facilitator: Silvio Marques <b>Takayuki Suzuki:</b> Firm-Level Trajectories of Corporate Diversification in Japan, 2011-2024: Multi-Sector Evidence <b>(in Japanese)</b> <b>Antje Kroeber:</b> The academic landscape of Circular Business Models <b>Zhenggang Zhao:</b> Sustainable Business Model Maturity: Field Mapping with a Standards-Aligned Lens <a href="#">Pocketalk Translation</a>	<b>4.04: Startup Ecosystems</b> Facilitator: Antorweep Chakravorty <b>Hideo Maehata:</b> Ambidextrous Management in Startup Creation and Research at Japanese Universities <b>Michella Lasmár:</b> Beyond Survival: Startup Acceleration in Peripheral Ecosystems <b>Mori Yoshihiro:</b> Creative Deviance or Selective Inaction in R&D Organization	<b>4.05 Geopolitics of the Metaverse: EU and Japan in a multipolar background</b> <b>Claudio Feijoo,</b> Jean Monnet Chair on Technology Diplomacy and Digital Sovereignty at Universidad Politécnica de Madrid in conversation with <b>Javier Fernández,</b> Head of Culture at Instituto Cervantes Tokyo

5 MINUTES TRANSFER TIME









1010 to 1110	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES			WORKSHOP	INDUSTRY TRACK “PRACTICES OF JAPANESE COMPANIES”
	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)	Auditorium (Floor 1)
	<p><b>5.01: AI and Innovation 1</b> Facilitator: Dirk Primus</p> <p><b>Antorweep Chakravorty:</b> Governance-by-Design in Generative AI: Bridging Regulation and Innovation</p> <p><b>Wenyin Cheng:</b> Smart City as a Human-centered Digital Policy</p> <p><b>Shiau-Ling Wang:</b> From Prompt to Partnership: Affective Collaboration in Human–AI Creativity</p>	<p><b>5.02: Circular Innovation</b> Facilitator: Leonie Paul</p> <p><b>Owais Khan:</b> Translating Dynamic Capabilities into Circular Innovation for Sustainability Performance</p> <p><b>Pawarin Tuntariyanond:</b> Hub of Knowledge for Low Carbon Materials of Thailand</p> <p><b>Theresa Marie Wobbe:</b> Understanding Consumer Behavior to Promote Eco-Efficient Product Use</p> <p><b>Ting-Yu Hsu:</b> Exploring junior designers' perception of circular design through supporting tools</p>	<p><b>5.03: Open Innovation</b> Facilitator: Sally Davenport</p> <p><b>Francisco Trincado-Munoz, Tim Vorley:</b> An Open Innovation Experience in the UK Legal Sector (AWARD NOMINEE)</p> <p><b>Alireza Babakhan:</b> Strategic Innovation Without Capital: A Case Study</p> <p><b>Kyungtak Kang:</b> Analysis of Biological Resources Deposited through Government R&amp;D in Korea</p> <p><b>Yuri Sano-Fujimoto:</b> Redundancy and Flexibility in Open Innovation: The Emerging Therapeutics Case</p>	<p><b>5.04 Artificial Regards: Envision un/desirable futures with Japanese dystopias.</b> Led by Javier Fernandez &amp; Olga Kokshagina <a href="#">More details</a></p>	<p><b>5.05 Business Model Transformation in Practice</b> <b>(in Japanese)</b></p> <p>Moderator: Ryusuke Koyama, Director of BMIA Research Institute</p> <p>Panellists:</p> <p>Takahiro Kimata of Niterra Co., Ltd.</p> <p>Yujii Matsukuma of Nitto Kogyo Corporation</p> <p>Tomoyuki Tachikawa of Nichiban</p> <p><a href="#">More details</a> <a href="#">Pocketalk Translation</a></p>
1110 to 1140	<p><b>MORNING BREAK &amp; YOKOHAMA SHOWCASE</b> Basement (Floor -1)</p>				

1140 to 1240	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				INDUSTRY TRACK “PRACTICES OF JAPANESE COMPANIES”
	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)	Auditorium (Floor 1)
	<p><b>6.01: AI and Innovation 2</b> Facilitator: Francisco Trincado Munoz</p> <p><b>Tim Vorley:</b> The role of trust on technology adoption in Professional Services</p> <p><b>Hirokazu Arima:</b> Comparison of Governance Against Unwanted Bias of AI Medical Devices (AWARD NOMINEE)</p> <p><b>Po-Chien Li:</b> A Case Study of a Large Taiwanese Enterprise's AI Planning</p> <p><b>Shiu-wan Hung:</b> AI-Driven Predictive Modeling for User Engagement in Cloud Game Streaming</p>	<p><b>6.02: Digital Disruption &amp; Transformation</b> Facilitator: Detlef Reis</p> <p><b>Alexander Fliaster:</b> Organizational adoption of BDA: The configurational strategic fit approach</p> <p><b>Huseyin Oguz Genc:</b> Valuing Decentralization: Empirical Assessment of User Preferences for Adoption</p> <p><b>Matias Orkamo:</b> Emotional intelligence in digital transformation: leadership behaviour mediates effects</p> <p><b>Nathasit Gertsri, Nawarerk Chalarak :</b> Thailand National Technology Roadmap on Digital Industry</p>	<p><b>6.03: Responsible Innovation</b> Facilitator: Jin-ichiro Yamada</p> <p><b>Laila Adelson, Jenny Elfsberg:</b> Triple-use Innovation: Embedding Sustainability into Civil-Military Innovation</p> <p><b>Armin Scheer:</b> Governing Urban Testbeds: Responsible Innovation in Autonomous Vehicle Pilot Projects</p> <p><b>Piotr Nawrocki:</b> Commercial use of research infrastructures: case of EIT InfraBooster project</p> <p><b>Sayaka Itoh:</b> A Pilot Study of Public Involvement in Bio-Digital Twins Research</p>	<p><b>6.04: Social Innovation</b> Facilitator: Aleksandra Gulc</p> <p><b>Ju-Ming Cheng:</b> Innovative Fundraising Mechanisms for Sustaining Nonprofit Organization-Donor Relationships</p> <p><b>Kanji Manabe:</b> Developing an Institutional Bundle Assessment Framework for Sustainable Forest Management</p> <p><b>Yanfang Zhang:</b> A Longitudinal Impact Framework for SDGs Co-creation</p>	<p><b>6.05 Open Innovation and Co-Creation in Practice</b> <b>(in Japanese)</b></p> <p>Moderator: Yuya Nishimura, Director of BMIA</p> <p>Panellists:</p> <p>Hiroshi Nishimura of Bird Initiative</p> <p>Yuri Hoshino of Murata Manufacturing</p> <p>Kayato Sekiya of NTT DATA Corporation</p> <p><a href="#">More details</a></p> <p><a href="#">Pocketalk Translation</a></p>

5 MINUTES TRANSFER TIME

1245 to 1345	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				INDUSTRY TRACK “PRACTICES OF JAPANESE COMPANIES”
	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)	Auditorium (Floor 1)
	<b>7.01: AI and Innovation 3</b> Facilitator: Armin Scheer <b>Ongart Lertkajornsin:</b> AI-Driven Smart Queueing at Bangkok Hospital Udon <b>Yi-Chen Kuo:</b> The Impact of Knowledge Sources on Disruptive Technology <b>Yi-Hsin Liao:</b> How does Knowledge Diversity Initiate AI Technological Convergence? <b>Päivi Haapalainen:</b> Leveraging Artificial Intelligence to Utilize External Knowledge in Open Innovation	<b>7.02: Smart Futures</b> Facilitator: Kateryna Kryzhanivska <b>Aleksandra Gulc:</b> Mobility futures: Warsaw residents' perspectives on Mobility as a service <b>Arho Suominen:</b> Foresight for resilient innovation management amid geopolitical tensions <b>Danuta Szpilko:</b> Determinants of Smart and Sustainable Development of Cities in Poland <b>Masakuni Shimamura:</b> Framework for Heavy Industries by Backcasting and Analyzing Future Variations	<b>7.03: Teaching, Coaching &amp; Learning 1</b> Facilitator: Yat Ming Ooi <b>Ruri Hayashi, Mika Isobe:</b> The impact of top management control on creativity education <b>(in Japanese)</b> <b>Alexandra Seelinger:</b> Innovation Coaching for Process Innovation: Model Development and Validation <b>Dirk J Primus:</b> Challenging Creativity Myths: Coaching Design-based Innovation in Digital Twin Environments <b>Leonid Posadskov:</b> Siminari: Immersive Cybersecurity Education Through Gamification <a href="#">Pocketalk Translation</a>	<b>7.04: Innovation Standards</b> Facilitator: Mats Magnusson <b>Daniel Johnson:</b> The Opportunity Cost of Homogeneity: Demographic Diversity in Innovation <b>Mohammed-Ashraf Mian:</b> Managing Dynamic Tensions for Innovation Success: a Conceptual Model <b>Shin Ito:</b> Relationship between organizational commitment, professional commitment, and professional well-being <b>Wayne Macpherson:</b> Innovative Metrics for Assessing Infrastructure Resilience: A Modified Reliability Framework	<b>7.05 Innovation for Solving Social Issues in Practice</b> <b>(in Japanese)</b> Moderator: Shin Yamamoto, Director of BMIA Panellists: Kazuteru Yamada of Ajinomoto Co., Inc Naoaki Hara of Eisai Co., Ltd. Toshiaki Miyaki of Konica Minolta, Inc <a href="#">.More details</a> <a href="#">Pocketalk Translation</a>
1345 to 1430	LUNCH & YOKOHAMA SHOWCASE				
	Basement (Floor -1)				
	LUNCHTIME IMPACT SPEAKER (1355 to 1420) Room 1 (Floor 1) The Future of Real: Information in Sustainability Transparency through Technology led by Topher White, Founder & Executive Chair of Rainforest Connection				

1430 to 1800	INNOVATION TOURS			
	Meet at Registration Desk on Floor 1 - <a href="#">Advance sign up required</a>			
	<b>Tour 1: Yokohama Innovation: A Timeless Story of Yokohama – Walking Tour</b> (ends at 1700) Additional fee of €35 (¥ 5 500) per delegate <a href="#">More details</a> 	<b>Tour 2: Kanagawa University</b> <a href="#">More details</a>  <b>Minatomirai Line</b> Transit time: 17 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station	<b>Tour 3: Murata Mirai Mobility &amp; Murata Interactive Communication Space</b> <a href="#">More details</a>  <b>Minatomirai Line</b> Transit time: 14 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station	<b>Tour 4: Kawasaki Welfare Technology Lab</b> <a href="#">More details</a>  <b>Negishi Line</b> Transit time: 44 minutes by Metro from Port Opening Memorial Hall via Kannai Station

1900 to 2130	YOKOHAMA BAY DINNER CRUISE ABOARD THE MARINE ROUGE		
	Experience the magic of Yokohama from the water with an elegant evening dinner cruise aboard the Marine Rouge, one of the city’s most iconic cruise ships. As the sun sets over the bay, step aboard for a relaxing and scenic journey through Yokohama’s illuminated skyline – from the glittering lights of Minato Mirai to the historic Red Brick Warehouses and the graceful curves of the Bay Bridge.		
	Address: Sea Bass Red Brick Warehouse Pier, 1 Chome–1–1, Shinko, Naka Ward, Yokohama, Kanagawa 231-0001		
			
	Transit time: 15 minutes by footwalking from Port Opening Memorial Hall		
	<b>Boarding commences at 1900 and the ship departs on time at 1930. Please do not be late.</b>		
	Dress Code: Casual		
	Please make your own way there and don’t forget to bring your badge.		

## WEDNESDAY, 3 DECEMBER

0920 to 1005	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				
	Auditorium (Floor 1)	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)
	<b>8.01: Entrepreneurship &amp; Start-Ups 1</b> Facilitator: Doina Huso <b>Shuhei Matsumoto:</b> Learning Dynamics in Entrepreneurship Education Mentoring: A Quantitative Discourse Analysis ( <b>in Japanese</b> ) <b>Kunihiko Takei:</b> Exploring Mutual Understanding Between Business and Academia in Deeptech Startups <b>Fumihiro Moriguchi, Yuki Hayashi, Jin-ichiro Yamada:</b> Excelling on paper, struggling in practice: Japan's "entrepreneurial" universities <a href="#">Pocketalk Translation</a>	<b>8.02: Green Transformation</b> Facilitator: Aracha Krasae-In <b>Ananya Bhattacharya:</b> Circular Food Supply Chains: An Interdisciplinary Review of Reviews <b>Hanieh Aghaee:</b> AHP-Based Prioritization of Digital-Circular Integration for Sustainable Industry in Finland <b>Shingen Yamamoto:</b> Influences of price and production cost in yellowtail fish aquaculture	<b>8.03: Knowledge &amp; Transfer 1</b> Facilitator: Yat Ming Ooi <b>Ayano Fujiwara:</b> Measuring Institutional Learning in Talent Attraction <b>Shingo Kano:</b> The concept of technology transfer efficient frontier and its applications (AWARD NOMINEE) <b>Sharon Fireman:</b> Bina: Leveraging Academic Innovation for the Benefit of Mankind	<b>8.04: Standards &amp; Performance</b> Facilitator: Kyriaki Papageorgiou <b>Noriko Kadowaki:</b> Innovation management increasing the success rate of new businesses ( <b>in Japanese</b> ) <b>Chaisung Lim:</b> From Standards to Experience: an AI agent for diagnostics <b>Kazuki Yokota:</b> Should I stay/move? Firm exit, Inventor's mobility, and subsequent performance <a href="#">Pocketalk Translation</a>	<b>8.05: Teaching, Coaching &amp; Learning 2</b> Facilitator: Alexandra Seelinger <b>Hiroshi Okumura:</b> Tailoring Cognitive Approaches to Opportunity Recognition: Differences in Abstraction Methods <b>Kento Takahashi:</b> Evaluating Educational Impact of High School Entrepreneurship Programs <b>Senju Hanahara:</b> How component-manufacturers gain industrial design(ID) capability and achieve ID innovation


5 MINUTES TRANSFER TIME

1010 to	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				WORKSHOP
	Auditorium (Floor 1)	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)

1110	<b>9.01: Entrepreneurship &amp; Start-Ups 2</b> Facilitator: Sally Davenport <b>Silvio Marques:</b> Agile Frameworks and the Technology Readiness Level of Startups' Products <b>Ai Funayama:</b> University Spin-offs in Japan: EO, Consmetrots, and Multicultural Teams <b>Joonhyung Bae:</b> How Entrepreneurs' Collectivism-oriented Language Shapes Financing Outcomes in Crowdfunding <b>Junya Yanagi:</b> Marginal entrepreneurship: Gay sex workers' innovative practices on online platforms	<b>9.02: Satisfaction &amp; Consumption (inc. Green Transformation)</b> Facilitator: Ananya Bhattacharya <b>Yu Watanabe, Hao Wang, Rei Tada:</b> From Satisfaction to Loyalty: How SDGs Alignment Shapes Customer Relationships <b>Daiki Yamaguchi:</b> How does resonant value relate to customer satisfaction? <b>Muhammad Naufal Huwaidi:</b> Condition and Attribute Effects on Secondhand Jacket Value <b>Peeraya Aimimtham:</b> Voluntary Simplicity: Bibliometric Analysis for Sustainable Consumption and Green Transformation	<b>9.03: Knowledge &amp; Transfer 2</b> Facilitator: Doina Huso <b>Fumitaka Watanabe, Jin-ichiro Yamada:</b> Microfoundations of Productive Hybridity in Kyoto University's iPSC Ecosystem Formation <b>Keisuke Shinagawa:</b> An innovation process of iPS cells through a structural hole <b>Shuto Miyashita:</b> Strategy Formation for Technology Assessment and Evaluation through Multiple Futures <b>Yasushi Tatehira:</b> University Research Technology Transfer: Japan-U.S. Patent and Licensing Comparison	<b>9.04: Leadership, Management &amp; Culture 1</b> Facilitator: Alexandra Seelinger <b>Daniel Heller:</b> Incremental Innovation for Radical Innovation: Crisscrossing Bottom-Up/Top-Down Organizational Design <b>Emiko Tsuyuki:</b> "Ba" and Culture: How Decentralized Organizations Foster Innovation <b>Nikolett Huszák:</b> Bridging Generational Gaps at Workplace through empathy-driven simulation <b>Luisa Lopez:</b> Innovation Procurement and its potential: the EU strategy	<b>9.05 Pathways to Regenerative Futures</b> Led by Leonie Paul <a href="#">More details</a>

1110 to 1140	<b>MORNING BREAK &amp; YOKOHAMA SHOWCASE</b> Basement (Floor -1)
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1140 to 1240	<b>ACADEMIC RESEARCH RESULTS &amp; INDUSTRY CASES</b>				<b>WORKSHOP</b>
	Auditorium (Floor 1)	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)
	<b>10.01: Entrepreneurship &amp; Start-Ups 3</b> Facilitator: Piotr Nawrocki	<b>10.02: Health, Healthcare &amp; Innovation 1</b>	<b>10.03: Platforms &amp; Ecosystems 1</b> Facilitator: Daniel Johnson	<b>10.04: Leadership, Management &amp; Culture 2</b>	<b>10.05 Science in Action: Bridging Pathways to Policy &amp; Industry Impact</b>




<p><b>Vy Hung Ho, Yuki Hayashi, Jin-ichiro Yamada:</b> The Distinct Causal Configurations behind University Spin-offs and Student Ventures</p> <p><b>Kazuhide Namba:</b> Successor Characteristics and Performance in Third-Party Succession in Japan</p> <p><b>Stephane Yu Matsushita:</b> Unpacking Entrepreneurial Intention: Build-Activity roles Reveal Three Student Types</p> <p><b>Weijie Zhao:</b> Generational Autonomy in Transition: Chinese Women Entrepreneurs across State Shifts</p>	<p>Facilitator: Luisa Lopez</p> <p><b>Chiaya Matsuno:</b> Regulatory and Patent Management in a Medical Device Case</p> <p><b>Chien-Chiang Lin:</b> Managing Resistance: Startup Culture in Healthcare Acquisitions</p> <p><b>Daniele Bellavia:</b> Economic Sustainability of Hospital Automation and Digitalization in Europe</p> <p><b>Jui-Ling Sun:</b> Knowledge Transfer in Medical AI Patent Networks</p>	<p><b>Antero Kutvonen:</b> Platform Design for B2B Ecosystems: The R3-MYDAS Case</p> <p><b>Koki Tada:</b> Relationship between product evaluation and the inconsistency of category perception</p> <p><b>Yen Yun Chen:</b> The Mechanisms of Technology Cluster Interactions in Network Resilience</p> <p><b>Yoichi Oshima:</b> The "University Castle Town" model and IM Lab initiative</p>	<p>Facilitator: Daniel Heller</p> <p><b>Noora Jansson:</b> How does Innovation gain Legitimation through Strategic Goals</p> <p><b>Haruto Fujikawa:</b> How Design Thinking Affects Organizational Cultures in Japanese Family-Owned SMEs</p> <p><b>Mirian Okpo:</b> Emotional and Cultural Intelligence in West African Energy Projects</p>	<p>Led by Kateryna Kryzhanivska &amp; Yat Ming Ooi</p> <p><a href="#">More details</a></p> 
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5 MINUTES TRANSFER TIME

1245 to 1345	ACADEMIC RESEARCH RESULTS & INDUSTRY CASES				
	Auditorium (Floor 1)	Room 1 (Floor 1)	Room 6 (Floor 2)	Room 9 (Floor 2)	Room 7 (Floor 2)
	<p><b>11.01: Methods &amp; Skills for Innovation Management Research</b></p> <p>Facilitator: Noora Jansson</p> <p><b>Doina Huso:</b> Reflexivity across Epistemic Boundaries in Innovation Management Research</p>	<p><b>11.02: Health, Healthcare &amp; Innovation 2</b></p> <p>Facilitator: Sabrina Albiez</p> <p><b>Katsumasa Nagano:</b> Timing discrepancy in Transnasal Endoscope Development: A Mission-Aligned Delay</p>	<p><b>11.03: Platforms &amp; Ecosystems 2</b></p> <p>Facilitator: Antero Kutvonen</p> <p><b>Sukrit Vinayavekhin, Feng Li:</b> Signaling Theory: Insights for Digital and Sustainable Supply Chains</p>	<p><b>11.04: Leadership, Management &amp; Culture 3</b></p> <p>Facilitator: Alexander Fliaster</p> <p><b>Aki Nagano:</b> Ambidexterity as Familiness in the Continuity of Family Firms' Innovation</p>	<p><b>11.05: Digital Transformation, AI Solutions &amp; Ecosystems</b></p> <p>Facilitator: Luisa Lopez</p> <p><b>Ram Srinivas:</b> Algorithmic Dialogue: When AI tools converse for Strategic Decision-Making</p>

	<b>Junhwan Lee:</b> Pursuing Optimization of R&D Investment Portfolio based on Markowitz Approach <b>Qiao Ke:</b> Quantifying Multi-dimensional Novelty and Resonance in Social Media Platform	<b>Marc-Antoine Jacob:</b> Supporting interprofessional collaboration: the boundary-work performed by hospital's managers <b>Neringa Gerulaitiene:</b> The Paradox of Communication in Fostering Resilience in Hospitals <b>Nicholas Yulin Chen:</b> AI-Enhanced dynamic budget impact analysis for new drug pricing	<b>Chang Sheng Lee:</b> Measuring Adaptive Resilience in Semiconductor Supply Networks <b>Koki Komatsu:</b> Relationship between consumers' possession of complements and clean technology adoption <b>Mehdi Moomivand:</b> Data-Driven Business-Model Design in Manufacturing Ecosystems: A Guiding Framework	<b>Pengyu Li:</b> Market Dynamics and Innovation from a Digital Perspective <b>Ranvir S. Rai:</b> Adopted but Not Absorbed: Exploring Superficial Technology Use <b>Laavanya Ramaul:</b> From narratives to novelty: Framing AI affordances in organizational innovation	<b>Ssu-Yun (Allison) Wu:</b> Effectuation in Action: Resource and Information Resource Orchestration for Digital Transformation <b>Tsutomu (Tom) Nakano:</b> Valuation of ecosystems: A pragmatist approach to interactional spaces <b>Ferdaous Zouaghi:</b> Digitalization and entrepreneurship
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1345 to 1430	<b>LUNCH &amp; YOKOHAMA SHOWCASE</b> Basement (Floor -1)
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1430 to 1800	<b>INNOVATION TOURS</b>	<b>ISPIM CONNECTS JAPAN - NETWORKING EVENT HOSTED BY BMIA (1500 to 1900)</b>
	Meet at Registration Desk on Floor 1 - <a href="#">Advance sign up required</a>	Vlag Yokohama
	<div> <b>Tour 5: Yamaha Music Yokohama Minatomirai's "Music Canvas" and Shiseido Global Innovation Centre</b>  <a href="#">More details</a>    <div>Minatomirai Line</div>  Transit time: 14 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station </div>	<div> <b>Tour 6: Hitachi Open Lab Yokohama</b>  <a href="#">More details</a>    Coach transport, provided by Hitachi, will be provided from the conference venue, and the coach will return delegates to the venue after the tour.  <b>Please bring some form of ID.</b> </div> <div> Informal networking with magnificent views over Yokohama. Drop in any time from 1500 until 1900.   </div>





Address: Vlag Yokohama Hall on 42<sup>nd</sup> Floor of Yokohama Front Building, 1 Chome-41 Tsuruyacho, Kanagawa Ward, Yokohama 221-0835



Minatomirai Line

Transit time: 16 minutes by Metro from Port Opening Memorial Hall via Nihon-Odori Station



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