

# Building Expertise for Innovation

*Conference on Innovation Decision Support  
Using Structured Expert Judgement*

25-27 April, 2017 | Aalto University, Espoo, Finland



## Why participate

- Build successes through digitalization and platform businesses
- Gain insights into innovations & innovation ecosystems
- Contribute to the shaping of Finland's strategies
- Learn from leading experts how to manage uncertainties

## Who should attend?

- Industrialists in technology, strategy and digitalization
- Policy makers with interests in digitalization and its impacts in energy & climate, health & environment, research & education
- Researchers and academics in innovation studies, technology management, business strategy, decision analysis, expert judgements

## Co-operation



Expert Judgment Network: Bridging the Gap Between Scientific Uncertainty and Evidence-Based Decision Making

PLATFORM VALUE *Now*



[platformvaluenow.org/inoconference](http://platformvaluenow.org/inoconference)

## Programme

### Tuesday April 25, 2017

|               |  |
|---------------|--|
| 15.00         | Registration & coffee  |
| 15.30         | <b>Opening statements</b><br>Prof. Tim Bedford, University of Strathclyde    |
|               | Presentation of the Espoo Innovation Garden                                  |
| 16.00 - 17.00 | <b>Management Committee Meeting of COST Action IS1304</b>                    |
| 18.00         | Welcome Reception Espoo City<br><a href="http://emma.museum">emma.museum</a> |

# Building Expertise for Innovation

Conference on Innovation Decision Support Using Structured Expert Judgement

25-27 April, 2017 | Aalto University, Design Factory, Espoo

## Wednesday April 26, 2017

8.30 Registration & coffee

### Wed1 Policy Perspectives into Digitalization - Chair Ahti Salo

9.00 Welcome Statements - Prof. Ahti Salo, Aalto University | Prof. Martti Mäntylä, Aalto University | Professor Tim Bedford, University of Strathclyde

9.15 Jyrki Kasvi, Member of the Finnish Parliament, Research and Development Manager of the Finnish Information Society Development Centre

09.30 Markku Markkula, President of the European Committee of the Regions

10.00 Vladimír Šucha, Director-General of the Joint Research Centre of the European Commission

10.30 Coffee Break

### Wed2 Expertise and Expert Judgement for Innovation Chair Jennifer Cassingena Harper

11.00 Janica Ylikarjula, Chief Policy Adviser, Confederation of Finnish Industries

11.10 George Wright, Professor, University of Strathclyde

11.40 Luca Iandoli, Professor, President of the Int. Council for Small Business and Entrepreneurship (ICSB)

12.10 Jarno Linnéll, Professor of Practice, Cyber Security, Aalto University

12.30 Lunch

### 13.30 Wed3.1 Digital Platforms

Chair Ville Eloranta

**Tutorial: Digital platforms—definitions, conceptual diversity, and the next disruptions**

### Wed3.2 Expert Judgements in Energy & Environment

Chair Luis C. Dias

**Combining Disparate Climate Signals with Bayesian Nets.** Roger M Cooke, NASA Langley Research Center, USA

**Sorting and ranking policies to foster technological innovations in the electricity sector in Brazil: a Delphi-based multi-criteria approach.** Luis C. Dias<sup>1</sup> University of Coimbra, Portugal

**Smart governance: „A cure for the local climate?“** Alfréd Kaiser. SPECTRA Centre of Excellence EU, Slovakia

**Capturing complexity and enhancing implementation of one water paradigm: Innovative strategic planning aided by reference point approach.** Srdjevic Bojan, University of Novi Sad, Faculty of Agriculture, Serbia

15.00 Coffee Break

### 15.30 Wed4.1 Governance and Digitalization

Chair Jeffrey Pittaway

**Refining foresight approaches to crisis, inertia and transition.** Jennifer Cassingena Harper, Malta Council for Science and Technology, Malta

**Value Co-creation in Platform Ecosystems,** Jeffrey Pittaway, Imperial College, UK

17.00 **Transformative governance of adaptive digital platform ecosystems.** Totti Könnölä, Aalto University Finland

**Engagement Platforms in Software Ecosystems – Case Future Internet PPP.** Anssi Smedlund, Aalto University

### Wed4.2 Research & Education (COST Action IS1304)

Chair Christoph Werner

**Mapping Conditional Scenarios for Knowledge Structuring in Tail Dependence Elicitation: A Case Study on Innovation and Risk in the UK Higher Education Sector.** Christoph Werner, University of Strathclyde, UK

**Choosing among alternatives for international expansion. Expert Judgment support for an innovative start up.** Michał Zdziarski, <sup>1</sup>Faculty of Management, Warsaw University, Poland

**Can we combine expert judgement and big data analytics for innovative decision making?** Bekir Cetintav

18.00 Conference Dinner – Haltia Nature Centre, Espoo

# Thursday April 27, 2017

09.00 **Thu1.1 National Strategies for the Platform Economy** Chair Anssi Smedlund

09.00 Jussi Viitanen, Ministry of Economic Affairs and Employment

09.45 Comments  
Professor Martti Mäntylä & prof. Ahti Salo

Discussion

Workshop

**Thu1.2 Elicitation Techniques**

Chair Valentina Ferretti

**Cognitive biases in spatial risk analysis: design of an experiment.** Valentina Ferretti, London School of Economics and Political Science

**Managing path dependence in innovation and policy – reflections from a behavioral OR perspective.** Tuomas Lahtinen, Aalto University

**Structural Elicitation for Bayesian Network.** Sophia Wright, University of Warwick, UK

**Improving Construction of Conditional Probability Tables for Ranked Nodes in Bayesian Networks.** Pekka Laitila, Aalto University, Finland

**Collaborative demand forecasting with integration of event-based judgements.** Prof. Naoufel Cheikhrouhou, Geneva School of Business Administration

10.30 Coffee Break

**Thu2.1 Sensemaking and Innovation**

**Thu2.2 Health & Wellbeing** Chair Alec Morton

11:00 **Platform economy beyond the hype – sensemaking of signals using alternative frames.** Mikko Dufva, VTT Technical Research Centre of Finland

**eHealth expert's attitude towards processes of digitization: contradictions between stakeholders.** Birute Mikulskiene, Mykolas Romeris University, Lithuania

**Strategic Innovation Framework for Young Companies.** Janne J. Korhonen, Aalto University

**Structured Expert Judgement for Innovative decision support for pollination and food security.** Martin J. Barons, Department of Statistics, University of Warwick, UK

**Co-evolution between Trust in Teachers and Higher Education toward Digitally-rich Learning Environments.** Chihiro Watanabe, University of Jyväskylä/Tokyo Institute of Technology

**Estimating future antibiotic resistance in Europe,** Abigail Colson, University of Strathclyde

**Thu2.3 Workshop by WP Cost Leaders**

12.30 Lunch

13.30 **Thu3.1 Innovative Business Strategies**

Chair Taija Turunen

**Thu3.2 Workshop on Early Stage Researcher (ESR) training** - COST Action activity

**From one-sided to multi-sided online retail: Exploring the value-creation logic of multi-sided digital retail platforms.** Mikko Hänninen, Aalto University

Martin Barons, University of Warrick  
Philip Bonanno  
Alec Morton, University of Strathclyde

**Scenario-based portfolio model for building robust and proactive strategies,** Eeva Vilkkumaa

**Firm Strategies in Open Internet of Things Business Ecosystems: Framework and Case Study.** Anssi Smedlund, Aalto University

Ville Eloranta

15.30 Coffee Break

16:00 **Thu4 Concluding session** Brief report from the early stage researcher training sessions

16:45 Future activities - Ahti Salo & Tim Bedford

17:00 End of conference

## Meet our Keynote Speakers



**Vladimír Šucha**, Director-General of the Joint Research Centre of the European Commission

**George Wright**, Professor, University of Strathclyde

**Janica Ylikarjula**, Chief Policy Adviser, Confederation of Finnish Industries

**Markku Markkula**, President of the European Committee of the Regions

**Jyrki Kasvi**, Member of the Finnish Parliament, Research and Development Manager of the Finnish Information Society Development Centre

**Luca Landoli**, Professor, President of the Int. Council for Small Business and Entrepreneurship (ICSB)

**Jarno Limnéll**, Professor of Practice, Cyber Security, Aalto University

### Registration & Fees

#### Early Bird before 25 March

290€ (excluding Wed dinner)  
380€ (including Wed dinner)  
190€ One day ticket

#### After 25 March

390€ (excluding Wed dinner)  
480€ (including Wed dinner)

All fees are VAT 0 %,

#### Registration Link

<https://eage.aalto.fi/?fs/innconference>

Call for Abstracts until March 17

<https://www.webropolsurveys.com/S/1221412B2BE63ADF.par>

For more information

[platformvaluenow.org/innconference/](http://platformvaluenow.org/innconference/)

Contact

[innconference@aalto.fi](mailto:innconference@aalto.fi)

Website

[platformvaluenow.org/innconference](http://platformvaluenow.org/innconference)

*Abstract  
Submission*  
by March 17

*Welcome to  
register!*