

PROGRAM – ECIS 2009

11th & 12th JUNE 2009

Stockholm

Thursday, June 11, 2009

8:30 – 9:00: Reception of the participants & registration

9:00 – 9:30: **Opening speech:**

- Representative of the Municipality
- The vice-chancellor of MDH
- **Henri DOU** Atralis's Director (replacing Tamym Abdessemed ESCEM's Director)

9:30 – 11:00: **Opening panel led by :**

Prof. Per JENSTER
CEIBS, Shanghai - China

Speaker 1 : **Philippe CLERC**
Assembly of the French Chambers of Commerce and Industries, International French
Speaking Association for Business Intelligence

Speaker 2 : **Arent VAN'T SPIJKER**
CEO of Astratgy “Competing in a flat world”

Coffee Break

11:15 - 12:45: **Workshop 1: The strategy of competitive and business intelligence**

Lunch

14:00 - 15:30: **Workshop 2: Business intelligence**
+ posters presentations (Jacky Kister, CNRS UMR 6171 Marseille, Fr.)

Coffee break

15:45 - 17:15: **Workshop 3: Competitive intelligence and innovation**

18:30: Official reception (Dinner)

Friday, June 12, 2009

9:00 - 10:30: **Workshop 4: Diverse areas of competitive intelligence**

Coffee break

10:45 - 12:15: **Restitution of the workshop by 4 moderators**

Lunch

14:00 - 16:00: **Final session, conclusion and future projects**
Henri DOU, ATELIS's Director

Workshop 1

THE STRATEGY OF COMPETITIVE AND BUSINESS INTELLIGENCE

Writing cases as a knowledge capture process in a competitive intelligence program

Monica M Mallowan*, Christian Marcon**

*Université de Moncton New-Brunswick - Canada

**ICOMTEC, Université de Poitiers - France

How application integration, security issues and pricing strategies in business intelligence shape vendor differentiation

Klaus Solberg Søylen*, Anders Hasslinger**

*Blekinge Institute of Technology - Sweden

**Kristianstad University College - Sweden

Causes of Competitive Analysis Failure: Understanding and Responding to Problems at the Individual Level

Craig S. Fleisher*, Sheila Wright**

*Odette School of Business, University of Windsor - Canada

**Leicester Business School De Montfort University - United Kingdom

Strategic Dependence of a Developing Country Vision from Patents

Henri Dou*, Jean Marie Dou Jr**, Sri Damayanty Manullang***

*ESCEM Atelis - France

**CCIMP Chamber of Commerce and Industry of Marseille-Provence - France

***Center for Competitive Intelligence. Regional network, North Sulawesi - Indonesia

Simon's theorem reconsidered – towards a theoretical framework for competitive intelligence

Per Frankelius

Örebro University, Swedish Business School - Sweden

Efficiency and effectiveness in looking for information: review of literature

Henry Samier*, Pascal Frion**

*ISTIA, University of Angers - France

**Acrie Competitive Intelligence, Nantes -France

Workshop 2

BUSINESS INTELLIGENCE

Enterprise 2.0 as a way to facilitate, enhance, and coordinate intelligence work within large organizations: A Case Study at Toyota Material Handling Europe

Jon-Erik Olsson, Jimmy Sandell

Uppsala University - Sweden

Evaluating Business Intelligence Software - Testing the SSAV Model

Yasmina Amara *, **Klaus Solberg Søylen***, **Dirk Vriens****

**Blekinge Institute of Technology - Sweden*

***Nijmegen School of Management - Netherlands*

Informational innovation and competitive intelligence: the challenge of modern technology

Ali Chkir, Mohamed Neffati

University of Sfax - Tunisia

Vertical Integration and Patent Licensing in Upstream and Downstream Markets

Moez Elj, Fehmi Bouguezzi

Ecole Polytechnique de Tunisie - Tunisie

Competing and cooperating in a flat world: Tracking business news on the World Wide Web for dynamic CI study of industries

Brigitte Gay

Université de Toulouse - France.

Operational Business Intelligence: A Viable Concept

Matthijs van Roosmalen

Nijmegen School of Management, Radboud University Nijmegen - Netherlands

Workshop 3

COMPETITIVE INTELLIGENCE AND INNOVATION

The convergence of Societal Intelligence and Territorial Intelligence to promote Sustainable Development of weakened territories in France

Christian Bourret

Université Paris Est - France

Economic Intelligence in Small and Medium Businesses in France: a survey

Sophie Larivet

Ecole Supérieure du Commerce Extérieur - France

The Human Factor and Competitive Intelligence: Resource, lever and key for success.

Anne-Marie Fray

ESCEM, Tours-Poitiers, Business School - France

Competitive Intelligence and Strategic Governance Issues for French Groups of Mutual Banks Facing the Financial Crisis

Denis Malherbe

CERMAT / Université François Rabelais Tours, ESCEM Tours-Poitiers – France

Methodology to integrate Competitive Intelligence with the Hoshin Kanri planning system: Application to a Commercial Strategy

Filiberto Luévano Narváez*, Marisela Rodríguez Salvador, José Roberto Antonio Vega Pino*****

**Company X - México*

*** ITESM Instituto Tecnológico y de Estudios Superiores de Monterrey - México*

**** ITESM Instituto Tecnológico y de Estudios Superiores de Monterrey - México*

How can increased transparency contribute to business creation?

Loe Önnared

Mälardalen University - Sweden

Workshop 4

DIVERSE AREAS OF COMPETITIVE INTELLIGENCE

Teaching competitive intelligence at Saint-Cyr

Didier Danet

Saint Cyr - France

Intelligence ideals

Magnus Hoppe

School of Innovation, Design and Engineering Mälardalen University - Sweden

Knowing is action: from noticing to sense-making

Nicolas Moinet*, **Pascal Frion****

**University of Poitiers - France*

***Acrie Competitive Intelligence, Nantes - France*

The generation of a rumour: from the emergence to the percolation

Laurent Gaildraud*, **Henri Samier****, **Jean Maurice Bruneau*****

** Consultant en Intelligence Economique, Marseille - France*

*** ISTIA, University of Angers - France*

****Associate Professor, PhD - Institut Telecom - Telecom SudParis, Evry – France*

Marginalizing the periphery: enhancing competitive awareness by looking less hard

Michael Neugarten

Business Intelligence Israel Aerospace Industries - Israel

Representing territory resources within a territorial intelligence system

Maryse Salles*, **Gabriel Colletis****

**IRIT – Université de Toulouse - France*

*** LEREPS - Université de Toulouse - France*

Posters

**Intelligence Economic and Strategic Survey. Policy Cluster in technological research
Pharmaceutical Applications : Searching for a " cluster "by the use of crop watch on two aspects:
Technology aspect (patents), and Fundamental Research aspect (scientific publications**

C Sauzet*^{}, P Prinderre**^{*}, J Joachim*^{*}, H Dou***^{*}, J Kister*^{*}**

** Université Paul Cézanne, laboratoire des Systèmes chimiques complexes Marseille - France*

** Université de la Méditerranée Laboratoire de pharmacie galénique Marseille - France*

** Atelis, ESCEM Tours – France*

Presentation of The institute for Competitive Intelligence

R Michaeli

Director of ICI