

# Inviting at Fantastic SOItmC 2018

## SOItmC & DEMI of the UNINA 2018 Conference

### *How to Respond to the 4th Industrial Revolution?*

### *- Open Innovation and Cyber-Physics from Manufacturing to Service Industry*

**June 26(Tue.) - June 29(Fri.), 2018, University of Naples Federico II, Naples, Italy**

**([www.openinnovationtmc.org](http://www.openinnovationtmc.org))**

## IMPORTANT DEADLINES

**Only Visitor Registration(\$700): June 20th**

**(Extension)Full Paper Submission: June 20th**

## Keynote Speakers



### **SangHyuk Son (Korea)**

- President, DGIST, Korea
- President, Institute of Embedded Engineering of Korea, Korea
- IEEE Fellow, The Institute of Electrical and Electronics Engineers (IEEE)
- Former Professor, University of Virginia, USA
- Presentation Theme: "An Era of Open Innovation in the 4th Industrial Revolution"



### **Levent Altinay (UK)**

- Professor, Oxford University, UK
- Editor-in-Chief of The Service Industries Journal
- Europe Editor for International Journal of Contemporary Hospitality Management
- Presentation Theme: "Global Trends, New Research Avenues and Methodologies"



### **Andreas Pyka (Germany)**

- Professor, University of Hohenheim, Germany
- Deputy Head of International Diplomacy Academy(2011~)
- Visiting Researcher at CIRST at the University of Quebec, Montreal
- Presentation Theme: "Knowledge Exchange in Innovation Networks and Innovation Policy for Networks – An Example of Policy Informatics"



### **Valentina Della Corte (Italy)**

- Professor, University of Naples Federico II, Italy
- Member of the Scientific Board of Directors of the Interdepartmental Centre for Tourism Research
- Disciplinary expert of National Agency for the evaluation of Universities and research institutes(ANVUR)
- Presentation Theme: "Innovation through competition. Future directions and new challenges"



### **Venni V Krishna (India)**

- FASS at the University of New South Wales, Australia
- Former Professor, Jawaharlal Nehru University, India
- Editor-in-Chief of Science, Technology and Society(SSCI)
- Presentation Theme: "Fourth Industrial Revolution and Disruptive Innovation: Implications for Emerging Economies"



### **JinHyoo Joseph Yun (Korea)**

- Tenured Principal Researcher, DGIST, Korea
- The founder of Open Innovation Dynamics; The author of Business Model Design Compass
- Editor-in-Chief of Journal of Open Innovation: Technology, Market, and Complexity(JOItmC)
- Presentation Theme: "How to Respond to the 4th Industrial Revolution, or the 2nd IT Revolution? Dynamics New Combination Between Technology, and Market or Society Through Open Innovation"



### **Giovanni Schiuma (Italy)**

- Professor at University of Basilicata, Italy
- The Founder and First Director of the Innovation Insight Hub at University of the Arts London, UK
- Chief-Editor of the Journal "Knowledge Management Research and Practice" and as Co-Editor in Chief of the Journal "Measuring Business Excellence"
- Presentation Theme: "Innovations Labs for Entrepreneurship and Company Value Creation"



### **Fumio Kodama (Japan)**

- Emeritus Professor, Tokyo University, Japan
- Visiting Professor, Harvard University, Stanford University
- Dean of MOT Program in Shibaura Institute of Technology(1994-2003)
- Presentation Theme: "Managing Creative Accumulation: How do Some Japanese Companies Navigate Persistency?"



### **Loet Leydesdorff(Netherlands)**

- Emeritus Professor, "Communication and Innovation in the Dynamics of Science and Technology", University of Amsterdam
- Honorary Professor at SPRU – Science and Technology Policy Research of the University of Sussex
- Guest Professor at Zhejiang University, Hangzhou
- Presentation Theme: "Synergy in the Knowledge Base of Innovation Systems at National and Regional Levels: Interactions among Phenotypical Variation and Genotypical Selection Mechanisms"

## Special Sessions

<b>Special Session 1. Industry 4.0: Implications on Firm's Management</b> • Chair: Valentina Della Corte(University of Naples Federico II, Italy)
<b>Special Session 2. The New Frontiers of Smart Innovation in the Hospitality and Cultural industry</b> • Chairs: Roberto Micera(National Research Council (CNR)- Institute for Research on Innovation and Services for Development(IRISS)) & Fabiana Sepe(University of Naples Federico II, Italy)
<b>Special Session 3. Innovation Diversity for Emerging Economies</b> • Chair: Natalja Lace(Riga Technical University, Latvia)
<b>Special Session 4. Empirical Evidence on Innovation and Performance in Developing Countries</b> • Chairs: Abiodun Egbetokun(National Centre for Technology Management, Nigeria) & XiaoFei Zhao(Daegu Gyeongbuk Institute of Science & Technology, Korea)
<b>Special Session 5. The role of Japanese innovation models</b> • Chair: Yuri Sadoi(Meijo University, Japan)
<b>Special Session 6. Entrepreneurship, Strategy, and Shared Value in Innovation-driven Business and Economics</b> • Chair: Min-Ren Yan(Chinese Culture University, Taiwan)
<b>Special Session 7. Industry Ecosystems in China: Theory and Experiences</b> • Chair: Jinxi Wu(Tsinghua University, China)
<b>Special Session 8. Innovation Strategy and Policy</b> • Chairs: Lei Ma(Nanjing Univ. of Science and Technology, China) & Zheng Liu(Nanjing Univ. of Science and Technology, China & Univ. of South Wales, U.K.)
<b>Special Session 9. Open Innovation and Value Creation in Dynamic Perspectives</b> • Chairs: KyungBae Park(Sangji University, Korea) & SungYong Choi(Yonsei University, Korea)

<b>Special Session 10. 4th Industrial revolution with 2nd IT Revolution</b> • Chair: JinHyoo Joseph Yun(Daegu Gyeongbuk Institute of Science & Technology, Korea)
<b>Special Session 11. The Fourth Industrial Revolution and IT Convergence Innovation</b> • Chair: Sang Ok Choi (Korea University, Korea)
<b>Special Session 12. The complexity in the 4th industrial revolution</b> • Chair: DongKyu Won(Korea Institute of Science and Technology Information, Korea)
<b>Special Session 13. Empathic Design</b> • Chair: Sunah Kim(Kumoh National Institute of Technology, Korea)
<b>Special Session 14. What makes innovation successful? - History, strategy and business model</b> • Chairs: SeungJu Lee(Daegu Gyeongbuk Institute of Science & Technology, Korea), Ogan Gurel(Daegu Gyeongbuk Institute of Science & Technology, Korea)
<b>Special Session 15. Open Innovation in Bio-medicine from Technology to Business</b> • Chair: Park Hang Sik(Eulji University, Korea)
<b>Special Session 16. Service, Efficiency, and Open Innovation</b> • Chair: DaeCheol Kim(Hanyang University, Korea)
<b>Special Session 17. Green Governance</b> • Chair: Weian Li(Nankai University&Tianjin University of Finance and Economics, China)
<b>Special Session 18. Open Innovation as Complex Ecosystem: enabling practices and processes</b> • Chairs: Davide Aloini(University of Pisa, Italy) & Luisa Pellegrini(University of Pisa, Italy)

<b>Special Session 19. New role of intellectual property in the 4th industrial revolution</b> • Chair: Eui-Seob Jeong(Korea Institute of Science and Technology Information, Korea)
<b>Special Session 20. Knowledge Management, Entrepreneurship, Innovation, Business Process, and Best Practice</b> • Chairs: Junghyun Yoon(Dongguk University, Korea) & Sanghyun Sung(POSTECH, Korea)
<b>Special Session 21. Economic Value Assessment for Ecosystem Service</b> • Chair: Sang-Don Lee(Ewha Womans University, Korea)
<b>Special Session 22. Digital Entrepreneurship &amp; Innovation</b> • Chair: Chang-Soo Sung(Dongguk University, Korea)
<b>Special Session 23. Innovation Process, Knowledge Ecosystem, and Sustainable Behaviors in Market and Society</b> • Chair: KwangHo Jung(Seoul National University, Korea)
<b>Special Session 24. Urban Management</b> • Chair: MyungSik Do(Hanbat National University, Korea)
<b>Special Session 25. Market Analysis Methodologies for SMEs(Small and Medium-sized enterprises)</b> • Chair: Hun Park(Korea Institute of Science and Technology Information, Korea)
<b>Special Session 26. R&amp;D Policy and Innovation</b> • Chair: Heyoung Yang(Korea Institute of Science and Technology Information, Korea)
<b>Special Session 27. Open Innovation as Complex Ecosystems: The Role of Small Firms, Start-ups, and Networks</b> • Chair: Cristina Ponsiglione(University of Naples Federico II, Italy)

## General Sessions

<b>General Session 1. Open Innovation and Business Model Competition Session</b> • Chairs: DooSeok Lee(Daegu Gyeongbuk Institute of Science & Technology, Korea) & HeungJu Ahn(Daegu Gyeongbuk Institute of Science & Technology, Korea)
<b>General Session 2.</b> • Chairs: Giovanna Del Gaudio(University of Naples Federico II, Italy) & Rosanna Spano(University of Naples Federico II, Italy)
<b>General Session 3.</b> • Chairs: Luisa Errichiello(Institute for Research on Innovation and Services for Development, Italy) & Sang Ho Lee(Hanbat University, Korea)
<b>General Session 4.</b> • Chairs: LL.M PHAM THANH NGA(Global Education Academy, Vietnam) & Davyvan Doren(European Academy of Technology and Innovation Assessment, Germany)

<b>General Session 5.</b> • Chairs: Alexander Brem(Friedrich-Alexander-University Erlangen-Nürnberg(FAU), Germany) & Takim Andriano(School Leadership Development Program Surabaya, Indonesia)
<b>General Session 6.</b> • Chairs: Marcantonio Ruisi(University of Palermo, Italy) & Jang-Jae Lee(KISTEP, Korea)
<b>General Session 7.</b> • Chairs: Mauro Sciarelli(University of Naples Federico II, Italy) & Xinwei YE(Nanjing University of Science and Technology, China)
<b>General Session 8.</b> • Chairs: Alessandra Storlazzi (University degli Studi Suor Orsola Benincasa, Italy) & Ki-Seok Kwon(Hanbat University, Korea)

### For more information, please contact:

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## Special Issue Journals