

ICKM 2007

Program

Proceedings of the
2007 International Conference
on Knowledge Management

Knowledge Management: Innovation, Technology and Cultures

27 – 28th August 2007, Vienna, Austria



Welcome Message

Dear Participants,

The ICKM 2007 event brings together leading researchers, practitioners and people from industry of 30 countries with a common interest in the various aspects of knowledge management. With their contribution they want to bridge the gap between theory, research and practice.

Research-in-progress presentations and a KM best practice forum (workshop track) accord scientific sessions. Following the tradition of Singapore, Charlotte and London the conference constitutes a forum for all innovators, providers, mediators, and consumers from the field of knowledge management. It is open for novel ideas and reflections. The complementary formats and tuned thematic areas foster the co-construction of cross- and interdisciplinary knowledge. Due to the rigorous review process for each contribution utmost originality and significance could be ensured.

Our call has attracted over 100 submissions for research-in-progress presentations, workshop contributions, and scientific paper presentations, covering a wide range of topics. You will experience a well structured program covering the most relevant aspects of knowledge management:

- Capacity building and (learning) culture establishing the knowledge society – who are responsible actors and what is at stake for societal systems?
- Reframing knowledge management addresses fundamental questions, such as paradigms and schools of thought
- Enabling knowledge creation, innovation and creativity focus on the conditions under which new information may evolve or be (co-)constructed
- Services and content engineering deals with all aspects of support (processes) to learn, keep information, and propagate knowledge
- Exchange and sharing captures the social life of knowledge, including Communities of Practice and the management of innovation
- Analysis and evaluation is of major importance to communicate capacities and needs, both at the level of individuals, and at the level of organizations.

Please help us further to make this conference one of the most exiting trans-disciplinary experiences. Enjoy sharing the results so far and build new capacities in a socially rewarding environment.

Franz Barachini
Assoc. Professor, University of Technology Vienna
National Conference Chair

Christian Stary
Professor, Johannes Kepler University Linz
Program Chair

Suliman Hawamdeh
Professor, University of Oklahoma

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The New Club of Paris



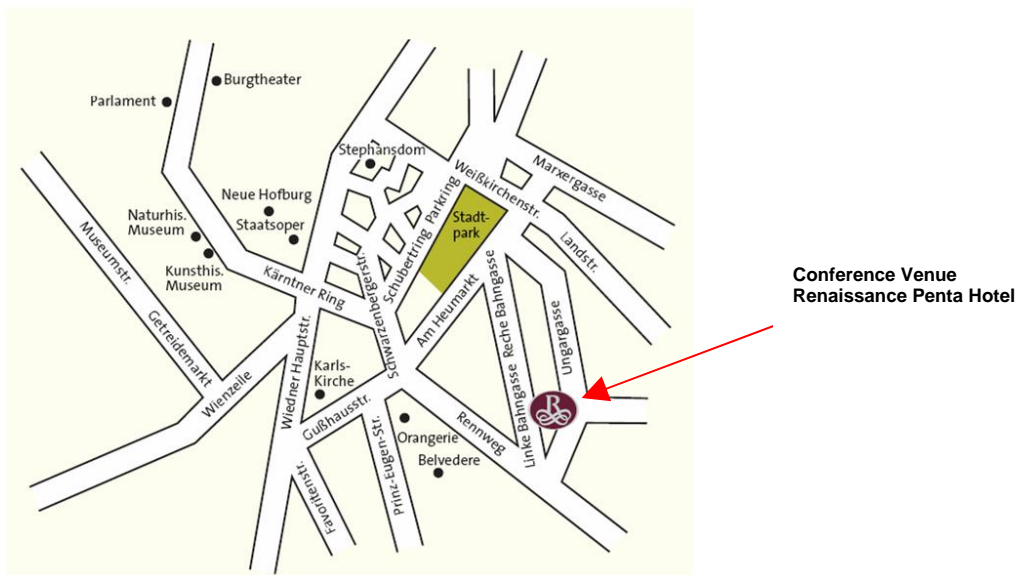
GENERAL INFORMATION

Conference Venue: Renaissance Penta Vienna Hotel
Ungargasse 60
1030 Vienna
Austria
Phone: +43 (1) 711 75 – 0 | Fax: +43 (1) 711 75 – 8146

Registration Hours: Sunday 26th August from 20:00 – 21:30
Monday 27th August from 07:30 – 09:00

Conference Language: English

Presentations: All presenters are encouraged to send their final presentation until August 13th, 2007 to christoph.schmid@wu-wien.ac.at. Additionally we ask you to bring your presentation on a USB stick, CD or DVD.



Contact Organizer: WU Executive Academy
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Contact Registration: Mondial Congress & Events
Simone Kogler
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Public Transportation: The congress package includes a ticket for using the public transportation network for the duration of the congress.

Internet: Wireless internet access is available in most areas of the Congress Venue (Renaissance Penta Hotel) Specific information on how to access the wireless service you will be provided at the Registration Desk.

Program Overview

Sunday, 26th August 07

20:00 – 21:30 Registration & Welcome Cocktail Renaissance Penta Hotel

Monday, 27th August 07 *

Time	Program	Workshops (Linke Pirouette)	Scientific Papers (Grosse Reitschule)	Scientific Papers (Rechte Pirouette)	Research in Progress (Kleine Reitschule)
07:30-09:00	Breakfast Session & Registration				
09:00-09:20	Conference Opening (Linke Pirouette)				
09:20-10:20	Keynote: Leif Edvinsson (Linke Pirouette)				
10:20-10:45	Refreshments				
10:45-12:15	Session I	Capacity building, Learning & Cooperate Culture	Analysis & Intellectual Capitalizing	Enabling Knowledge Creation, Innovation & Creativity	Infrastructure, Services & Content Engineering
12:15-13:30	Lunch				
13:30-15:00	Session II	Analysis & Intellectual Capitalizing	Reframing Knowledge Management	Enabling Knowledge Creation, Innovation & Creativity	Capacity building, Learning & Cooperate Culture
15:00-15:30	Refreshments				
15:30-17:00	Session III	Enabling Knowledge Creation, Innovation & Creativity	Reframing Knowledge Management	Infrastructure, Services & Content Engineering	Analysis & Intellectual Capitalizing
17:00-17:30	Refreshments				
17:30-18:30	Session IV	Infrastructure, Services & Content Engineering	Analysis & Intellectual Capitalizing	Enabling Knowledge Creation, Innovation & Creativity	Exchanging, Sharing, Learning
19:30	Departure to City Hall				

Gala Dinner, Vienna City Hall, Wappensaal, Rathausplatz 1 ,1010 Vienna, Start: 20:00

Program:

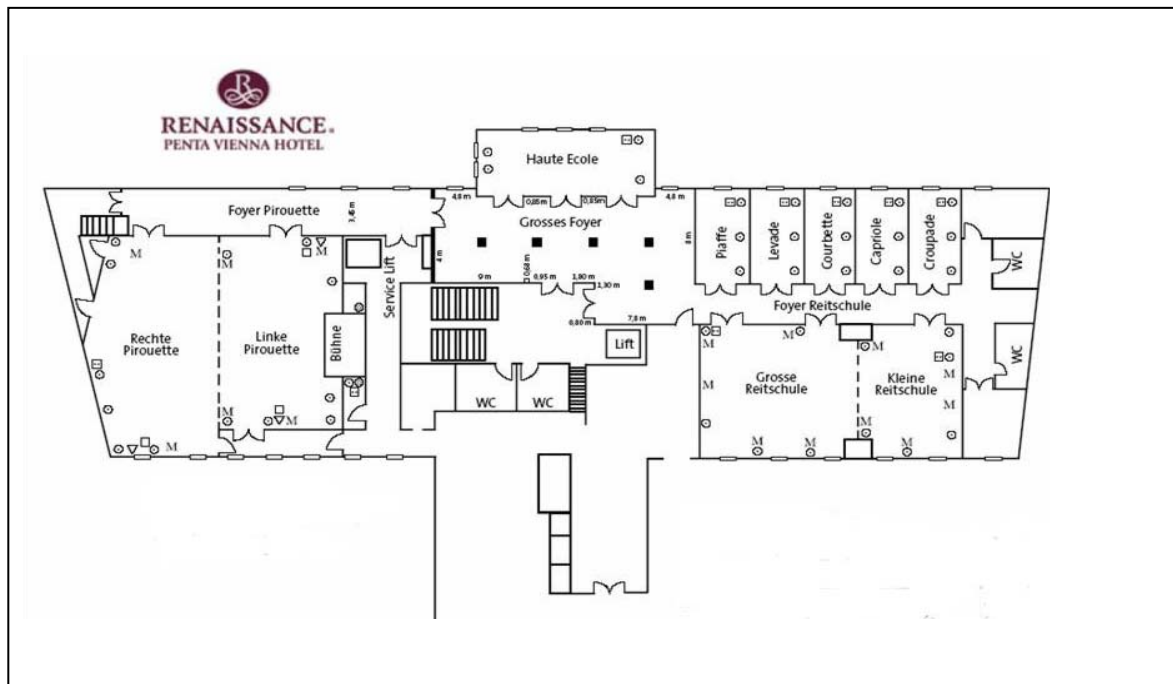
19:30 : Bus transfer from Renaissance Penta Hotel to the City Hall of Vienna
 20:00 : Welcome, Mayor of Vienna Michael Häupl
 20:45 : Best Paper Award & Conference Handover
 21:15 : Dinner talk Hermann Maurer, University of Technology, Graz, Faculty of Computer Science
 "Long range forecasts are impossible but necessary"
 23:00 : End & Individual departure

* The program is structured by six aspects of KM. The topics are symbolized by different colours.

Program Overview Tuesday, 28th August 07*

Time	Program	Workshop (Linke Pirouette)	Scientific Papers (Grosse Reitschule)	Scientific Papers (Rechte Pirouette)	Research in Progress (Kleine Reitschule)
09:00-10:00	Keynote Harry Collins (Linke Pirouette)				
10:00-10:30	Refreshments				
10:30-12:00	Session V	Capacity building, Learning & Cooperate Culture	Infrastructure, Services & Content Engineering	Exchanging, Sharing, Learning	Enabling Knowledge Creation, Innovation & Creativity
12:00-13:00	Lunch				
13:00-14:30	Session VI	Exchanging, Sharing, Learning	Infrastructure, Services & Content Engineering	Analysis & Intellectual Capitalizing	Capacity building, Learning & Cooperate Culture
14:30-14:45	Refreshments				
15:00-16:30	Closing Plenary Session & Knowledge Coffee (Linke Pirouette)				

Floorplan



* The program is structured by six aspects of KM. The topics are symbolized by different colours.

Detailed Program Monday, 27th August 07

Time	Program	Location
08:00-09:00	Breakfast Session & Registration	
09:00-09:20	<p>Conference Opening:</p> <p>Norbert Roszenich, President of the Austrian Society for Technology Policy Astrid Kleinhanns, Managing Director of the WU Executive Academy Christian Stary, Johannes Kepler University, Linz Stefan Güldenber, Vienna University of Economics and Business Administration Franz Barachini, University of Technology, Vienna</p>	Linke Pirouette
09:20-10:20	<p>Keynote:</p> <p>Leif Edvinsson, Lund University President of the New Club of Paris, "Brain of the year 1998"</p> <p>"Knowledge Navigation and Longitude Leadership"</p>	Linke Pirouette
10:20-10:45	Refreshments	
10:45-12:15	<p>Session I Workshops, Presentation of Scientific Papers, Presentation of Research in Progress</p>	
10:45-12:15	<p>Workshop- Welcome and Introduction:</p> <p>Stefan Güldenber, Vienna University of Economics and Business Administration Birgit Renzl, University of Innsbruck</p> <p>The KM Best Practice Forum aims at linking the leading academics and practitioners in Knowledge Management. Complementing the scientific programme of the conference this workshop is intended for academics who are focusing on methods and concepts in Knowledge Management, as well as practitioners who are implementing them. Participants will benefit from the way that this workshop includes the various aspects of Knowledge Management and critically reflects its implementation in current practices. This forum will feature presentations and discussions with group interaction and active involvement of participants allowing for sharing existing practices as well as developing new insights.</p> <p>Knowledge Society & Knowledge Policies</p> <p>Chair: Günter Koch, Gen. Secr. of The New Club of Paris & Managing Director of the Central European Institute of Technology (CEIT)</p> <p>Speakers:</p> <p>Andreas Brandner, Knowledge Management Austria, Vienna Leif Edvinsson, President of The New Club of Paris Brigitte Jank, President of the Chamber of Commerce, Vienna</p> <p>Vienna considers itself as a city of culture and knowledge. But what does it mean, to be a "City of Knowledge"? What are the results of good knowledge politics associated with this claim? Which instruments are available and which are the indicators to measure the results? The "grandfather" of practical methods for valuating intellectual capital (IC) and today's president of The New Club of Paris (formed after the model of the Club of Rome) Leif Edvinsson will give a short survey on the global developments in knowledge politics. Andreas Brandner, Head of Knowledge Management Austria, presents the Austrian model approach of a 'Knowledge Partnership' as an operational method for implementing a knowledge process. The president of the Vienna Chamber of Commerce, Mrs. Brigitte Jank will demonstrate, how Vienna plans to manage its future way to become a "Knowledge City". After these three short introductions a panel discussion moderated by the "father" of IC Reporting invented in Austria, Günter Koch, will follow.</p>	Linke Pirouette

Time	Program	Location
10:45-12:15	<p>Scientific Papers - Analysis & Evaluation Chair: Manfred Bornemann</p> <p>Standards for Productive Knowledge Work. Theoretical Foundation and Application of an Analysis Technique. Authors: Sebastian Eschenbach, Bettina Schauer, Manfred della Schiava and Doris Riedl</p> <p>A Method for Measurement of Knowledge in Organization Based on the SECI Model / Authors: Abbas Afraze and Navid Nezafati</p> <p>An Analytical Framework for Exploring Knowledge Networks. The Case of a Research Organisation. Authors: Wolfgang Czerny, Barbara Heller-Schuh and Micha Horacek</p>	Große Reitschule
10:45-12:15	<p>Scientific Papers - Enabling Knowledge Creation & Organizational Change Chair: Wolfgang Hofkirchner</p> <p>Enabling Knowledge Creation and Sharing in Software Organizations: The Case of the Brazilian Federal Software Agency. Authors: Tatiana Furquim, Marcilio Oliveira and Sueli Amaral</p> <p>Involving Key Stakeholders into Regional Innovation Processes. Authors: Patricia Wolf, Simone Schweikert, Christoph Hauser and Jens Meissner</p> <p>Knowledge Management between Provision and Generation of Knowledge. Authors: Frank Fuchs-Kittowski and Klaus Fuchs-Kittowski</p>	Rechte Pirouette
10:45-12:15	<p>Research in Progress - Infrastructure Development Chair: Daniela Ebner</p> <p>Web 2.0 – Mashups for Knowledge Workers: Assemble – Wire – Share Authors: Anton Fricko</p> <p>EEG Description for Diagnostic and Research Purposes through Clinical Document Architecture (CDA) Authors: Miltiadis Melissas, Marios Poulos and George Bokos</p> <p>A Solution to the Challenge of Unifying Descriptive Indexing in Distributed Systems Authors: Guillermo Oyarce, Alina Josan and Mark Weixel</p> <p>Implementing Knowledge enabling Tools in Organizations Authors: Patrick Cohendet, Claude Guittard and Eric Schenk</p> <p>Measuring Web 2.0 Compliance by Means of Sensitivity Modeling Authors: Stefan Holtel</p> <p>Knowledge Management: A Real Time Enterprise Authors: Prince Gupta and Sushil Jindal</p>	Kleine Reitschule
12:15-13:30	Lunch	
13:30-15:00	<p>Session II Workshops, Presentation of Papers, Presentation of Research in Progress</p>	
13:30-15:00	<p>Workshop - Knowledge Audits & Intellectual Capitalizing</p> <p>Chair: Karl-Heinz Leitner, Austrian Research Centers Department of Technology Policy</p> <p>Discussion Panelists: Manfred Bornemann - Intangible Assets Consulting Bruno Hribernik - Böhler-Uddeholm AG Heidi Koller- Austrian National Bank Manfred Kraudinger- Infineon Technologies Austria AG Kerstin Fink- University of Innsbruck</p> <p>In the last few years, Intellectual Capital Reporting has become a promising instrument for measuring and managing the knowledge assets of an organisation. Private and public</p>	Linke Pirouette

Time	Program	Location
13:30-15:00	organizations in many sectors have started to realise Intellectual Capital Reports across Europe. Moreover, initiatives have been launched by the public, interest groups and accounting standardising boards to develop guidelines for the development of Intellectual Capital Reports. Based on the experiences of some companies with this instrument, we will address the specifics, lessons learned and future potential of Intellectual Capital Reporting.	Linke Pirouette
13:30-15:00	<p>Scientific Papers - Reframing Knowledge Management Chair: Helmut Kasper</p> <p>Knowledge Management, Absorptive Capacity and Organizational Culture: A Case Study from Chinese Enterprise Authors: Wefieng Chen and Talli Hatzakis</p> <p>Knowledge Management: Towards a Cross Cultural and Institutional Framework Authors: Kavoos Mohannak and Kate Hutchings</p> <p>"Knowledge is Power"- More than a Bumper Sticker Foucault's Discourse Analysis as a Conceptual Basis for Knowledge Management Authors: Michael R. Olsson</p>	Große Reitschule
13:30-15:00	<p>Scientific Papers- Enabling Knowledge Creation & Organizational Change Chair: Richard Pircher</p> <p>The B2B Knowledge Environment in China: Shifting from Tacit Understanding to Explicit Representation. Authors: Robert M. Davison and Carol Xiaojuan Ou</p> <p>Knowledge Creation in Organizations: Proposition for a New Model Authors: Anjan Roy, Rajen Gupta, Kulbushan C. Saxena and Arijit Sikdar</p> <p>Visiting the Future of Learning and Education from a Complexity Perspective Authors: Ton Jörg</p>	Rechte Pirouette
13:30-15:00	<p>Research in Progress - Capacity Building & HRM Chair: Franz Lehner</p> <p>Evaluation of Verbal and Nonverbal Elements Concerning the Transfer of Experience Authors: Manfred Pircher, Helga Schröttner and Kurt Wöls</p> <p>Tacit Nuclear Knowledge Transfer in Practice: The International Atomic Energy Agency's Perspective Authors: Marie-Laure Ruysen, Robert Workman and Yanko Yanev</p> <p>A Knowledge-Based Approach to Knowledge Warehousing. Authors: Alexeis Garcia-Perez and Amit Mitra</p> <p>The Interorganizational Learning in Strategic Alliances : Towards a Three Loops Model. The Case of Capgemini Group. Authors: Adnan Maâlaoui</p> <p>Hiring KM Professionals: What Employers Are Looking For Authors: Kristin Thompson and Suliman Hawamdeh</p> <p>Fostering Multidisciplinary Collaboration to Advance Knowledge Management into the University of Puerto Rico's Graduate Studies Authors: Nitza M Hernandez-Lopez, Carlos A. Suarez-Balseiro and Eliut Flores-Caraballo</p>	Kleine Reitschule
15:00-15:30	Refreshments	

Time	Program	Location
15:30-17:00	Session III Workshops, Presentation of Scientific Papers, Presentation of Research in Progress	
15:30-17:00	<p><u>Workshop - Innovation & Idea Management</u></p> <p>Chair: Andrea Kasztler, Department of Technology Policy Austrian Research Centers</p> <p>Speakers: Barbara Heller-Schuh, Austrian Research Centers Marianne Hörlesberger, Austrian Research Centers</p> <p>In today's organizations, knowledge work demands effective collaboration within and across functional, physical and hierarchical boundaries. Networks are important channels to foster creativity and innovation. This provides (knowledge) managers with the challenge of how to identify and also how to support communication networks to foster its creative potential. In the workshop we will explore the potential of social networks analysis for assessing an organization's connectivity concerning its internal R&D networks.</p> <p>Speaker: Robert Hofer-Lombardini, Telekom Austria</p> <p>„Telekom Austria - Innovation Management, Programs and Results“ To Telekom Austria innovation policy means: To identify technologies and services with a high growth potential, to recognize technological breakthroughs, to detect future customer needs and new business opportunities. The highest goal of innovation management is to continually expand our technology competence. Here Telekom Austria sets standards in terms of quality, product innovation and services.</p>	Linke Pirouette
15:30-17:00	<p><u>Scientific Papers - Reframing Knowledge Management</u> Chair: Wolfgang Hofkirchner</p> <p>Holistic Approaches in KM – Critical Review & Measures for Broader Adoption of KM in Practice Authors: Stephan Wildner, Franz Lehner and Hans Lehmann</p> <p>The Urgent Need for Change: Rethinking Knowledge and Management Authors: Christian Fuchs, Stefan Blachfellner and Robert Bichler</p> <p>Knowledge Management in Societies – the Vindobona Project to Reinvent Universities Authors: Franz Hörmann</p>	Große Reitschule
15:30-17:00	<p><u>Scientific Papers- Services & Content Engineering</u> Chair: Kerstin Fink</p> <p>PUSH-Style Design Support System: Automatic Check of Technical Document with Design Knowledge Authors: Takashi Hirano, Koichi Tanigaki, Yasuhiro Okada and Shinya Takahashi</p> <p>Knowledge Diffusion through SME Websites Authors: Kerstin Fink and Christian Ploder</p> <p>Ontology Development for Human Resource Management Authors: Jürgen Dorn, Tabbasum Naz and Markus Pichlmair</p>	Rechte Pirouette
15:30-17:00	<p><u>Research in Progress- Intellectual Capitalizing, Business Processes and Network Analysis</u> Chair: Sebastian Eschenbach</p> <p>Strategic Instruments for Planning and Controlling Intellectual Capital / Knowledge and Intellectual Capital Management / KM Authors: Josef Hofer-Alfeis</p> <p>Reference Model for Diagnosing Knowledge Intensive Processes for Innovation Management Authors: Christian Ploder and Kerstin Fink</p>	Kleine Reitschule

Time	Program	Location
15:30-17:00	<p>The Development of a Social Network, its Interpretation and Significance :A Longitudinal Study Using Social Network Analysis Conducted within the Postgraduate Programs on Knowledge Management and Strategic Information Management Authors: Richard Pircher, Lukas Zenk and Hanna Risku</p> <p>What Business Demands" - Managing Knowledge across Five Continents Authors: Sanjiv Varma</p> <p>Cross-Organizational Product Development in Virtual Organizations – Towards a Socio-technical Understanding Authors: Christian Fichtenbauer</p> <p>Auditing Intellectual Capital in Business Process – A Case Study in Hong Kong Authors: W.B. Lee</p>	Kleine Reitschule
17:00-17:30	Refreshments	
17:30-18:30	Session IV Workshops, Presentation of Scientific Papers, Presentation of Research in Progress	
17:30-18:30	<p>Workshop - Information & Communications Technology</p> <p>Chair: Franz Barachini, University of Vienna</p> <p>Speaker: Harald Ackerlauer, Siemens Elin Buildings & Infrastructure GmbH & Co</p> <p>Technology Breeding</p> <p>Due to the limited knowledge processing capacity of human beings, classical top-down driven Management of Technology approaches have natural limits. A new approach of bottom-up driven technology portfolio management is presented, Technology Breeding, integrating the capacity of all engineers into its technology portfolio management process by fostering Communities of Practice.</p> <p>Speakers: Harald Huber, CTO USU AG Karsten Böhm, FH Kufstein – University of Applied Sciences</p> <p>Task and Value Oriented Semantics for IT-Based Knowledge Management Systems"</p> <p>The effective and efficient modeling of conceptual models is a critical aspect for the implementation of IT-based KM-solution because it represents a time consuming and costly process. Apart from structuring an information domain, such a model should also provide guidance for the user and adapt to changing requirements from the informational environment. To achieve these goals, this article introduces the concept of agile Task and Value Oriented Semantics and describes its use for the information modeling in the domain of IT-based Knowledge Management Solutions. The approach will be based on a conceptual architecture and uses a practical example to illustrate its application with the current implementation that is used in several projects.</p>	Linke Pirouette
17:30-18:30	<p>Scientific Papers - Analysis & Evaluation Chair: Josef Hofer-Alfeis</p> <p>Measuring Core Competencies in a clustered Network of Knowledge Authors: Simona Colucci, Tommaso Di Noia, Eugenio Di Sciascio, Francesco M. Donini and Azzurra Ragone</p> <p>The Use of Knowledge Management Tools Depending on Departmental Functions Authors: Helmut Kasper, Jürgen Mühlbacher and Barbara Müller</p>	Große Reitschule
17:30-18:30	<p>Scientific Papers - Enabling Knowledge Creation & Organizational Change Chair: Patricia Wolf</p> <p>The Network Perspective to Organizational Learning – A Comparison of two Companies Authors: Marko Pahor, Miha Škerlavaj and Vlado Dimovski</p> <p>Human Intervention in Cross-organizational Process Development Authors: Stefan Oppl and Peter Peherstorfer</p>	Rechte Pirouette

Time	Programm	Location
17:30-18:30	<p>Research in Progress – Collaboration Chair: Waltraud Ritter</p> <p>The Research Project DYONIPPOS: Knowledge Centered Support for Collaborative Processes" Authors: Josef Makolm and Doris Reisinger</p> <p>Multi-Sector Collaboration: The Instrument for Building-up Infrastructures for Spatial Information Authors: Eva Pauknerova</p> <p>Knowledge Management in the FP6 Network of Excellence on Micro-Optics NEMO: Best Practices and Lessons Learned Authors: Alberto Fernandez Fernandez, Marie-Laure Ruysen, Francis Berghmans, Nathalie Debaes and Hugo Thienpont</p> <p>Adding the Personal Touches to Knowledge Management Authors: Sara Oyarce</p> <p>TWiki for Knowledge Building and Management Authors: Chu Kai Wah Samuel and Law Nancy</p>	Kleine Reitschule
19:30	Departure to City Hall / detailed Program see on page 6	

Detailed Program Tuesday, 28th August 07

Time	Program	Location
09:00-10:00	<p>Keynote: Harry Collins, Cardiff University, UK Centre for Knowledge, Expertise and Science (KES)</p> <p>"What is Expertise?"</p>	Linke Pirouette
10:00-10:30	Refreshments	
10:30-12:00	<p>Session V Workshops, Presentation of Scientific Papers, Presentation of Research in Progress</p>	
10:30-12:00	<p>Workshop - Leadership, Knowledge Work & Learning Culture</p> <p>Chair: Christian Stary University of Linz</p> <p>Workshop Facilitators: Hanna Mandl ,SoL Austria Rosemarie Pippan , SoL Austria Walter Haslinger, Austrian Bioenergy Centre</p> <p>Organizational Culture as Tacit Knowledge in Action</p> <p>What kind of knowledge do we gain when we try to understand the culture of an organization? In what ways is culture to be viewed as tacit knowledge that determines and shapes action? These questions will be at the core of the workshop. We will present how we planned, conducted and reflected an investigation into the culture of the high-tech start-up Austrian Bioenergy Centre. We will talk about our intention, what kind of questions we asked, what we found out and how we conveyed our observations. A manager of Austrian Bioenergy Centre will share his insights and the impact obtained by this process.</p>	Linke Pirouette

Time	Program	Location
10:30-12:00	<p>Scientific Papers - Services & Content Engineering Chair: Suliman Hawamdeh</p> <p>Data Mining Approach to Modelling Policyholder's Claim Behaviour Authors: Anna Kohlmayr and Nick Scerbakov</p> <p>Understanding the Knowledge Warehousing Field Authors: Alexeis Garcia-Perez and Amit Mitra</p>	Große Reitschule
10:30-12:00	<p>Scientific Papers - Exchange and Sharing Chair: Kerstin Fink</p> <p>Körero: An Integrated Community-Based Platform for Collaboration Authors: Josef Kolbitsch</p> <p>Global Exchange of Knowledge and Best-Practices in Siemens Building Technologies with 'References@SBT' Authors: Johannes Müller</p> <p>Using Modes of Collaboration to Share Project Knowledge Authors: Deborah Swain</p>	Rechte Pirouette
10:30-12:00	<p>Research in Progress - Organizational Change Support & Communities of Practice Chair: Helmut Kasper</p> <p>Improving the Organizational Structure of a University Semiconductor Laboratory by Implementing a Knowledge Management System. Authors: Linda Nowack, Bernhard Fabel, Thomas Maul, Martin Sterkel, Werner Kraus and Walter Hansch</p> <p>Knowledge Management (KM) Processes for Health Care Quality Improvement Authors: Claire McInerney and Davida Scharf</p> <p>Development of a Narrative-based Organisational Simulation for Teamwork Learning Authors: Tracy X. P. Zou and W.B. Lee</p> <p>An Analysis of the Implementation Process of Communities of Practice in an Expert Organisation Authors: Margit Noll</p> <p>Developing a Community of Practice within a Non-Technical and a Non-Profit Organization Authors: Kimberley Stauss and Tommy Milford</p>	Kleine Reitschule
12:00-13:00	Lunch	
13:00-14:30	<p>Session VI Workshops, Presentation of Scientific Papers, Presentation of Research in Progress</p>	
13:00-14:30	<p>Workshop - Learning Organization & Communities of Practice</p> <p>Chairs: Stefan Güldenber, Vienna University of Economics and Business Administration Birgit Renzl, University of Innsbruck</p> <p>Speakers: Stefan Güldenber, , Vienna University of Economics and Business Administration Andrea Kirschbichler, Platform Knowledge Management</p> <p>Creating successful Communités of Practice - the Example of the Austrian-based Platform of Knowledge Management After outlining some basics about Communities of Practice, the speakers will talk about the success story of the "Platform Knowledge Management" (PWM), the largest german-speaking community of interest consisting of more than 1.200 members. They will share with you key learnings and success factors in initializing, managing, and enlarging a network of voluntary members. Güldenber and Kirschbichler accompanied the development of the PWM since its foundation in March 2001 as speakers of the management team. Kirschbichler was also moderator and administrator until March 2007</p>	Linke Pirouette

Time	Program	Location
13:00-14:30	<p>Speaker: Margit Noll MBA, arsenal research</p> <p>Critical factors for implementing and facilitating communities of practice The establishment of a working environment that supports the entire chain of knowledge processing comprising knowledge creation, transfer and usage is essential to maintain competitiveness. arsenal research, an applied research organisation, is characterised by a project-oriented organisation with a high degree of interdisciplinarity. Therefore an adequate knowledge management strategy is required for supporting a collaborative and innovative working environment that cross-links the highly multidisciplinary research staff. For that purpose, the concept of Communities of Practice has been chosen as the main tool. Main objective of the communities at arsenal research is the knowledge and experience exchange between the scientific employees. By that efficient knowledge application as well as knowledge transfer within the organisation should be supported. Based on the first experiences a review will be given on the implementation process and its strategic background as well as the critical factors that have been identified for facilitating the communities.</p> <p>Speakers: Siegfried Neubauer CEO acm quadrat Stefan Marolt , CEO Quester</p> <p>The Quester Story – how to become a “learning organisation” 2003: Quester, a leading trade company with over 30 outlets throughout Austria, found itself in a critical situation with structural and cultural challenges, poor sales performance and years of losses. Radical changes were necessary and the “House of the learning Organisation[®]” served as the working model. 2007: Today, Quester is a member of an internationally traded corporation. It has become strongly competitive and now realises profits. How was this possible? This lecture explains what was done and how it was done – the Quester story.</p>	Linke Pirouette
13:00-14:30	<p>Scientific Papers - Services & Content Engineering Chair: Waltraud Ritter</p> <p>Browsing and Visualization of Semantic Web Content: From Web to the Desktop Authors: Shah Khusro, Amin Andjomshoaa and A Min Tjoa</p> <p>A Top-Level Ontology for Smart Document Access Authors: Ronald Maier and Johannes Sametinger</p>	Große Reitschule
13:00-14:30	<p>Scientific Papers - Analysis & Evaluation Chair: Patricia Wolf</p> <p>How to Measure and Evaluate Organisational Capability to Learn: A tool Suggestion for an Appropriate Treatment of a Crucial Company Resource Authors: Christof Baitsch, Ralf Wetzel</p> <p>Why is Fighting Plagiarism and IPR Violation Suddenly of Paramount Importance? Authors: Hermann Maurer, Narayanan Kulathuramaiyer</p>	Rechte Pirouette
13:00-14:30	<p>Research in Progress - Cultural Dimensions Chair: Franz Hörmann</p> <p>Emotional Intelligence and Dysfunctional Mental Models: A Framework for Enhancing Communication and Knowledge Sharing Authors: Martha Roblyer, Michelle Farabough and Suliman Hawamdeh</p> <p>“Point of Mind” - A tool for the Measurement of Attitudes Authors: Otto B. Walter and Gabriela Pesch</p> <p>Business-IT Knowledge Integration in Offshore Software Requirement Analysis Authors: Juliana Sutanto, Atreyi Kankanhalli and Bernard C. Y. Tan</p> <p>Development of Assessment Model for Demand Side Management Investment Program using AHP Authors: Deok Ki Lee, Sang Yong Park and Soo Uk Park</p> <p>Knowledge and Innovation for Global Competitiveness and the Business Ecosystem Model – A Case Study on Indian Handicraft Clusters Authors: Jayanta Chatterjee, Debashis Pattanaik and Pradip Swarnakar</p>	Kleine Reitschule

Time	Program	Location
14:30-14:45	Refreshments	
14:45 – 16:15	Closing Plenary Session & Knowledge Coffee Corporate Social Responsibility – Economic Thread or Opportunity? Franz Barachini, Suliman Hawamdeh	Linke Pirouette