

# TECHNICAL PROGRAM

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## PROGRAM OVERVIEW

The PICMET '03 technical program consists of 130 sessions including four plenaries, 15 tutorials, 5 panel discussions, 2 special sessions and 108 paper sessions.

The plenaries are scheduled from 08:00 to 09:30 every morning, Monday, July 21 through Thursday, July 24, in the Pavilion Room on the Plaza level. They are described in the "Plenaries" section of this Bulletin.

The Tutorials are offered by experts in specific areas of technology management. They are scheduled among the regular paper sessions.

Panel discussions and special sessions are also scheduled during the regular program. The special sessions are for discussing the pros and cons of the possibility of establishing of a worldwide standard for technology roadmapping.

## THE PAPERS

Research papers and applications-oriented papers are explicitly identified in this conference. Separate evaluation criteria were used, and different referees were selected for each category to make sure that appropriate papers were included in the conference for the "Research" and "Application" categories. We emphasized research methodology, the use of the research literature, the theory behind the paper, the sample size and impact on the research community of the "Research Papers." The important evaluation criteria for "Industry Applications" were the usefulness of the application, the importance of the case being discussed, the generalizability of the concepts presented, and the impact of the paper on the users of technology management. The "Research Papers" included in PICMET '03 are listed with an [R] in front of their titles on the following pages; and the "Industry Applications" papers are shown with an [A] in front of their titles. Roughly 75-80 percent are in the [R] category, and the rest are in the [A] category.

The Research Papers and Industry Applications are mixed in the sessions. It was done intentionally to assure effective exchange of ideas among those presenting research papers and those presenting applications-oriented papers.

## THE SCHEDULE

The plenary is the only session in the 08:00 – 09:30 time slot. After that, there are up to 13 break-out sessions throughout the day, Monday through Thursday.

In order to make the sessions easy to see, we have prepared the schedule listings in four different formats for you.

First, you will find a listing of topics and the presentations under each topic. The topic areas correspond to the 38 tracks included in PICMET '03. The session number, day, time and location of the presentations are shown in the list. Because of scheduling constraints, the papers listed under a topic are not necessarily scheduled in the same sequence shown in the topic list, but you can identify the presentations that fit your areas of interest and attend the sessions in which they are presented.

Second, you will find a pictorial display of the sessions for each day. The four pages (one for each day) should help you visualize what session is scheduled in what time slot and in which room each day.

In the third set of schedules, the sessions are listed in chronological order to give you a breakdown of the sessions by room.

The fourth set contains the same information as the third set, but the sessions are ordered by day and time of day. The sessions in a track are kept in the same room as much as possible. By looking at the sessions in each room, you should easily be able to select the tracks which you would like to follow.

Finally, you will find a "Personal Schedule" following the schedule listings. It is a chart for you to make your own schedule. Only the common events are marked up on the personal schedule. You can fill it out as a daily calendar for the sessions to follow, the events to attend, and the people to meet with.

We hope these will help you to take full advantage of the richness of the technical program at PICMET '03.



# TOPIC LIST

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## TECHNOLOGY MANAGEMENT FRAMEWORK

### **Connecting the Dots: Problems and Proposed Solutions**

*Charles W. Thompson, Northwestern University*

WD-06—Wednesday—13:30 to 15:00—Broadway-4

### **Cosmology from an Engineering Perspective**

*Terry Bristol, Inst. for Science, Engineering and Public Policy*

WD-06—Wednesday—13:30 to 15:00—Broadway-4

### **The Power of Stories (I): A Discussion of Why Stories are Powerful**

*Loïck Roche, Groupe ESC Grenoble/ John Sadowsky, Groupe ESC Grenoble*

WD-06—Wednesday—13:30 to 15:00—Broadway-4

### **The Fifth School of Management of Technology**

*Mohammad R. Arasti, Sharif University of Technology/*

*Hamid Mazloomi Khamseh, University of Tehran*

WD-06—Wednesday—13:30 to 15:00—Broadway-4

### **Tutorial: TECHNO-ECONOMICS: Technological Evolution, The Laws of Techno-Economics, and Analytical Concepts, Tools and Techniques for Strategic and Operational Management of Techno-Businesses**

*Peter Rafferty /TECHEX Management*

HD-07—Thursday—13:30 to 15:00—Forum Suite

### **Panel: A Credo for MOT**

*Rias van Wyk, Center for the Development of Technological Leader/ Akio Kameoka, Japan Advanced Institute of Science and Technology/ Marthinus Pretorius, University of Pretoria/ Hugo Tschirky, Swiss Federal Institute of Technology-Zurich/ Rosalie Zobel, European Commission, Belgium*

MB-03—Monday—10:00 to 11:30—Broadway-1

## STRATEGIC MANAGEMENT OF TECHNOLOGY

### **Keynote: Sources of Corporate Growth-Experiences of Korean Enterprises**

*Youngrak Choi / STEPI, Korea*

WA-01—Wednesday—08:00 to 09:30—Pavilion

### **Technology Management Systems: A Structured Integration of Processes**

*David R. Probert, University of Cambridge/ Clare Farrukh, University of Cambridge/ Rob Phaal, University of Cambridge*

MD-01—Monday—13:30 to 15:00—Pavilion East

### **Development of a Framework for Managing the Technology Adoption Life Cycle Using Chaos and Complexity Theories**

*Phillip T. Meade, Xodus Business & Technology Solutions, Inc./ Luis C. Rabelo, University of Central Florida*

WE-12—Wednesday—15:30 to 17:00—Senate Suite

### **Internal Product Management of Services in Large Corporations**

*Michael E. Richerson, Boeing*

HD-12—Thursday—13:30 to 15:00—Senate Suite

### **How Can Enterprises Diagnostically and Interactively Control Their Technology-Based Strategies? An Action Research Case**

*Hans-Helmuth Jung, Swiss Federal Institute of Technology Zurich/ Pascal Savioz, Swiss Federal Institute of Technology Zurich*

HD-12—Thursday—13:30 to 15:00—Senate Suite

### **Measuring Impact of Investments: University Investments as Part of a Technology Company's Growth Strategy**

*Deborah Stokes, Nortel Networks/ Jay Byrne, Sprint, TP&I*

WE-12—Wednesday—15:30 to 17:00—Senate Suite

### **Can Core Competences Be Planned? A Theoretical Model for Core Competence Planning**

*Stefan M. Koruna, Swiss Federal Institute of Technology Zurich/ Martin Luggen, Swiss Federal Institute of Technology Zurich*

HB-12—Thursday—10:00 to 11:30—Senate Suite

### **A Model of Strategic Management for High Tech Firms — Integrating Academic Research for the Industry**

*Denis Couillard, Harris Corporation/ Jozée Lapierre, École Polytechnique de Montréal/ Bernard Sinclair-Desgagné, École des Hautes Études Commerciales de Montréal*

HB-12—Thursday—10:00 to 11:30—Senate Suite

### **Technology Strategy in the Large Commercial Aircraft Industry: Freedom of Choice?**

*Harm-Jan Steenhuis, Eastern Washington University/ Erik J. de Bruijn, Technology and Development Group*

HD-12—Thursday—13:30 to 15:00—Senate Suite

### **The Convergence of Total Quality Management and Strategic Management: Past, Present, and the Future**

*Mahour Mellat Parast, University of Nebraska — Lincoln*

HB-12—Thursday—10:00 to 11:30—Senate Suite

### **Technology Management Control Systems**

*Hans-Helmuth Jung, Swiss Federal Institute of Technology Zurich/ Hugo Tschirky, Swiss Federal Institute of Technology Zurich*

MD-01—Monday—13:30 to 15:00—Pavilion East

### **Strategic Positioning of Taiwan in the Global Biotechnology Value Chain**

*Yu-Shan Su, International Business/ National Taiwan University*

WE-12—Wednesday—15:30 to 17:00—Senate Suite

### **Panel: Foresight — Providing the Strategic Knowledge for Technology Management**

*Clar, Guenter; European Commission, Belgium/ Linstone, Harold; Portland State University/ Acheson, Helena; Forfas, Ireland/ Markkula, Markku; Finnish Parliament, Finland/ Cassingena Harper, Jennifer; Malta Council for Science and Technology/ Damianova, Zoya; Applied Research and Communicaton Fund/ Klusacek, Karel; Academy of Sciences/ Georghiou, Luke; PREST, University of Manchester*

TB-11—Tuesday—10:00 to 11:30—Executive Suite

# TOPIC LIST

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## **Tutorial: Closing the Strategic Plan / Implementation Gap: The Logitech Benchmark**

*White, Donald; Cal Poly University, San Luis Obispo/ Patton, John; Cadence Management Corporation/ Johnson, Spencer ; Logitech/ Perry, Nolan; Logitech*  
MB-02—Monday—10:00 to 11:30—Pavilion West

## TECHNOLOGY MANAGEMENT EDUCATION

### **Reinventing the University: Comments on Institutional Branding , University Alliances, the Business Model and Cultural/Political Consequences**

*Judith A. Schalick, Communications Strategies*  
ME-08—Monday—15:30 to 17:00—Council Suite

### **Qualitative Research Covering the Effects of Both Faculty Advisor Interaction and Different Design Techniques When Applied to Small University Teams**

*Bradley Dickerson, University of Colorado at Boulder/ Rochelle Young, University of Colorado*  
ME-08—Monday—15:30 to 17:00—Council Suite

### **Educational Trends in Engineering and Technology Management (ETM)**

*Dundar F. Kocaoglu, Portland State University/ Halime Inceler Sarihan, Portland State University/ Iwan Sudrajat, Portland State University/ Ivan Patricio Hernandez, Portland State University*  
WD-08—Wednesday—13:30 to 15:00—Council Suite

### **A Critical Review of Engineering and Technology Management Programs and Some Suggestions for Improvement**

*Kudret Yurtseven, Dogus University/ Berrin Agaran, Dogus University/ Walter W. Buchanan, Northeastern University*  
WD-08—Wednesday—13:30 to 15:00—Council Suite

### **MOT Programs in Different National Contexts: A Preliminary Comparative Study**

*Meng Li, Japan Advanced Institute of Science and Technology/ Akio Kameoka, Japan Advanced Institute of Science and Technology*  
WD-08—Wednesday—13:30 to 15:00—Council Suite

### **Development, Content and Delivery of MBA in Technology and Innovation Management**

*James A. Albers, Pacific Lutheran University/ Catherine Pratt, Pacific Lutheran University*  
MD-08—Monday—13:30 to 15:00—Council Suite

### **B-School Students Placements Prospects: A Case Study**

*Sadhana Ghosh, NITIE, Mumbai/ S. K. Nair, NITIE, Mumbai*  
MD-08—Monday—13:30 to 15:00—Council Suite

### **Challenging the European Paradox: A Joint Initiative of Technology Focused European Universities**

*Hugo Tschirky, Swiss Federal Institute of Technology Zurich/ David Probert, University of Cambridge*  
MD-01—Monday—13:30 to 15:00—Pavilion East

## **The Studio Classroom Model: Rethinking Management of Technology Education in the Connected Era**

*John A. Bers, Vanderbilt University*  
WE-08—Wednesday—15:30 to 17:00—Council Suite

### **Development of an e-Learning System for Product Development**

*Masatake Saito, Aoyama Gakuin University/ Masashige Tsuji, Aoyama Gakuin University*  
WE-08—Wednesday—15:30 to 17:00—Council Suite

### **Project Management Education Online Using a Structured and Layered Approach**

*William Leban, DeVry University*  
WE-08—Wednesday—15:30 to 17:00—Council Suite

### **A Framework and Empirical Analysis of Competence Building Related to Engineering Education**

*Kumiko Miyazaki, Tokyo Institute of Technology*  
ME-08—Monday—15:30 to 17:00—Council Suite

### **Training Needs in Software Companies**

*Mikko Santanen, Tampere University of Technology/ Paula Wahlberg-Eklund, Tampere University of Technology/ Hannu Jaakkola, Tampere University of Technology*  
MD-08—Monday—13:30 to 15:00—Council Suite

## TECHNOLOGICAL CHANGES

### **Understanding System Behavior: A Prerequisite for Technological and Process Improvements**

*Warren K. Vaneman, Virginia Tech/ System Performance Lab/ Konstantinos Triantis, Virginia Tech/ System Performance Lab*  
HB-07—Thursday—10:00 to 11:30—Forum Suite

### **Maintaining Flexibility in Strategy Formulation Through Evolution Toward Internet-Based Business Models: Four Case Studies**

*Igal Karin, Sapir Academic College*  
ME-12—Monday—15:30 to 17:00—Senate Suite

### **Innovation and Adoption as Main Mechanisms for Economic Growth in a Knowledge-Based Economy**

*Sang-Choon Kim, ETRI/ Kwang-sun Lim, ETRI/ Young-shin Yu, ETRI*  
HB-07—Thursday—10:00 to 11:30—Forum Suite

### **The Push-Pull Model of Technology Spatial Communication**

*Hsing Chau Tseng, Chang Jung University*  
ME-12—Monday—15:30 to 17:00—Senate Suite

### **Holonic Architecture for a Legacy Robot Assembly Cell**

*Carlos N. Vetorazzi Jr, UDESC/ Geraldo N. Telles, UNICAMP*  
HB-07—Thursday—10:00 to 11:30—Forum Suite

### **What Will Be The Future of Optical Storage Technologies?**

*Pisek Gerdstri, Portland State University/ James Cheng, Portland State University/ Seiji Shinriki, Portland State University/ Ying-Tz Ho, Portland State University/ Kittinan Boonserm, Portland State University*  
ME-12—Monday—15:30 to 17:00—Senate Suite

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## TECHNOLOGY PLANNING AND FORECASTING

### **Better Business and Technology Evolution Forecasting Using Systematic Innovation Methods**

*Darrell L. Mann, CREAX nv*

ME-12—Monday—15:30 to 17:00—Senate Suite

### **Prediction Analysis of the Components Industry Based on Fuzzy Theory and the Grey Model**

*Chao-Hung Wang, Ling Tung College/ Li-Chang Hsu, Ling Tung College*

WD-11—Wednesday—13:30 to 15:00—Executive Suite

### **The Real Business Cycle Theory, Innovations, and Technology Management**

*Ayse Y. Evrensel, Portland State University*

WE-11—Wednesday—15:30 to 17:00—Executive Suite

### **The Comparison of Hybrid Grey Predicting Model with Conventional Time Series**

*Chao-Hung Wang, Ling Tung College*

WD-11—Wednesday—13:30 to 15:00—Executive Suite

### **Forecasting Analysis for the Fuel Cell Technology in the Automotive Industry using Bibliometrics Analysis and System Dynamics Models**

*Guillermo Rueda, Portland State University/ Bassam Abu-Khater, Portland State University/ Turki Alsudiri, Portland State University/ Farooq Chandiwalla, Portland State University/ Samir Said, Portland State University*

WD-11—Wednesday—13:30 to 15:00—Executive Suite

### **A Pilot Foresight Study in Turkey on the Use of Advanced Materials in Automotive Industry**

*Ünal Elbeyli, Bogazici University/ Atilla M. Öner, Yeditepe University*

WE-11—Wednesday—15:30 to 17:00—Executive Suite

### **Application of Artificial Intelligence to Forecast the Tourist Arrivals to Taiwan**

*Li-Chang Hsu, Ling Tung College*

WD-11—Wednesday—13:30 to 15:00—Executive Suite

## TECHNOLOGY ROADMAPPING

### **Technology Roadmaps: Unlocking the Potential of a Field**

*Martin Rinne, Portland State University/ Nathasit Gerd Sri, Portland State University*

HD-11—Thursday—13:30 to 15:00—Executive Suite

### **Customizing the Technology Roadmapping Approach**

*Rob Phaal, University of Cambridge/ Clare Farrukh, University of Cambridge/ John Mills, University of Cambridge/ David R. Probert, University of Cambridge*

MD-01—Monday—13:30 to 15:00—Pavilion East

### **Integrated Strategy Development: An Integrated Roadmapping Approach**

*Akio Kameoka, Japan Advanced Institute of Science and Technology/ Terutaka Kuwahara, Science and Technology Foresight Center/ Meng Li, Japan Advanced Institute of Science and Technology*

HD-11—Thursday—13:30 to 15:00—Executive Suite

### **Linking Roadmapping and Scenarios for Planning the Development and Deployment of Technologies and Applications Towards Shared Visions**

*Fernando Lizaso, Institute for Innovation and Internationalisation/ Guido Reger, Institute for Innovation and Internationalisation*

HB-11—Thursday—10:00 to 11:30—Executive Suite

### **Strategic Program Planning Lessons Learned in Developing the Long-Term Stewardship Science and Technology Roadmap**

*Brent Dixon, Idaho National Engineering and Environmental Lab./ Duane Hanson, Idaho National Engineering and Environmental Lab./ Gretchen E. Matthern, Idaho National Engineering and Environmental Lab.*

HB-11—Thursday—10:00 to 11:30—Executive Suite

### **Bringing Technology Management into the Academic Science & Engineering Laboratory: Through the Fusion of Soft Systems Methodology and Technology Road Mapping**

*Shoko Okutsu, ETH/JAIST/ Kyoichi Kijima, Tokyo Institute of Technology/ Hugo Tschirky, Swiss Federal Institute of Technology Zurich*

HD-11—Thursday—13:30 to 15:00—Executive Suite

### **An Analytical Approach to Building a Technology Development Envelope (TDE) for Roadmapping of Emerging Technologies: A Case Study of Emerging Electronic Cooling Technologies for Computer Servers**

*Nathasit Gerd Sri, Portland State University/ Dunder Kocaoglu, Portland State University*

HB-11—Thursday—10:00 to 11:30—Executive Suite

### **Technology Roadmapping of Wireless Local Area Networks Using Graphical Modelling System**

*Seda Güler, Marmara University/ Atilla M. Öner, Yeditepe University*

HB-11—Thursday—10:00 to 11:30—Executive Suite

### **Tutorial: Technology Roadmapping: Developing a Needs-Driven Technology Strategy**

*Bray, Olin; Sandia National Laboratories*

MD-11—Monday—13:30 to 15:00—Executive Suite

### **Special Session: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 1)**

*Dietz, Carl; The Learning Trust/ Houston, James; Lockheed Martin Aeronautics Company/ Duckles, Jonah; Purdue University/ Petrick, Irene; Pennsylvania State University/ Phaal, Robert; University of Cambridge/ Rinne, Martin; Portland State University/ Schaller, Robert; College of Southern Maryland/ Lee, Sukhan; Samsung*

TD-11—Tuesday—13:30 to 15:00—Executive Suite



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## **Special Session: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 2)**

*Dietz, Carl; The Learning Trust/ Houston, James; Lockheed Martin Aeronautics Company/ Duckles, Jonah; Purdue University/ Petrick, Irene; Pennsylvania State University/ Phaal, Robert; University of Cambridge/ Rinne, Martin; Portland State University/ Schaller, Robert; College of Southern Maryland/ Lee, Sukhan; Samsung*  
TE-11—Tuesday—15:30 to 17:00—Executive Suite

## TECHNOLOGY ASSESSMENT AND EVALUATION

### **Measuring Technology Performance: An Action Research Case**

*Hans-Helmuth Jung, Swiss Federal Institute of Technology Zurich/ Nebojaa Atanasoski, Swiss Federal Institute of Technology Zurich*  
TE-08—Tuesday—15:30 to 17:00—Council Suite

### **Valuation of Technology: Exploring a Practical Hybrid Model**

*David R. Probert, University of Cambridge/ Francis H. Hunt, University of Cambridge/ J. C. Wong, University of Cambridge/ R. Phaal, University of Cambridge*  
TE-08—Tuesday—15:30 to 17:00—Council Suite

### **Evaluation of Technological Innovation in the Cellular Phone Display**

*Jongsu Lee, Seoul National University/ Sang-Kyu Byun, ETRI/ Jeong-Dong Lee, Seoul National University/ Tai-Yoo Kim, Seoul National University*  
TD-08—Tuesday—13:30 to 15:00—Council Suite

### **Functionality as a Lever for Managing Technology: A Nomenclature**

*Udo-Ernst Haner, University of Stuttgart*  
TE-08—Tuesday—15:30 to 17:00—Council Suite

### **An Application of Technology Assessment in the UK**

*Rebecca J. De Coster, Brunel University*  
TD-08—Tuesday—13:30 to 15:00—Council Suite

### **Modularity and Real Options: Structuring and Valuing the Modularity of the QoS-Enabled Internet**

*Hak J. Kim, University of Pittsburgh*  
TD-08—Tuesday—13:30 to 15:00—Council Suite

### **Identification of Generic Technologies in Life Science Area: Evidence from an Institutional Level in South Korea**

*Yong-Gil Lee, Korea Institute of Science and Technology/ Se-Jun Lee, Korea Institute of Science and Technology/ Tai-Yoo Kim, Seoul National University*  
TE-08—Tuesday—15:30 to 17:00—Council Suite

### **Panel: New Directions in Technology Forecasting and Assessment**

*Coates, Joseph; J.F. Coates, Inc./ Gordon, Theodore; United Nations University/ Clar, Guenter; European Commission, Belgium/ Linstone, Harold; Portland State University/ Mann, Darrell; CREAX/ Mensch, Gerhard; International Institute of Innovation/ Phillips, Fred; Oregon Health and Science University/ Porter, Alan; Georgia Institute of Technology*  
WB-11—Wednesday—10:00 to 11:30—Executive Suite

## TECHNOLOGY DIFFUSION

### **Residential Broadband Access: A Tutorial on Cable Modems vs. DSL**

*Cherian S. Thachenkary, Georgia State University/ Mahesh Chandrasekhar, Scientific Atlanta Inc.*  
MB-11—Monday—10:00 to 11:30—Executive Suite

### **From Closed Codes to Open, Patented Codes**

*Jukka Mäkinen, Tampere University of Technology/ Hannu Jaakkola, Tampere University of Technology*  
ME-11—Monday—15:30 to 17:00—Executive Suite

### **Class of Fractals Linked with Complex Dynamic Systems**

*Ladislav Lukas, University of West Bohemia*  
MB-11—Monday—10:00 to 11:30—Executive Suite

### **International Diffusion of Software Technology and Information Systems: A Comparative Analysis**

*Najmul Huda, Tallinn Technical University/ Nazmun Nahar, University of Jyväskylä/ Jaak Tepandi, Tallinn Technical University/ Kamrun Nahar, Assasuni Girls School/ P. S. Deo, S.N. Bose National Centre for Basic Sciences*  
MB-11—Monday—10:00 to 11:30—Executive Suite

### **Factors Affecting Innovation Diffusion: The Case of Turkish Armed Forces**

*Tayfun Çaan, Yeditepe University/ Atilla M. Öner, Yeditepe University/ Nuri Basoglu, Bogazici University*  
MB-11—Monday—10:00 to 11:30—Executive Suite

### **Demand Forecasting for the Public Wireless LAN Service in Korea: Combining Analogy and Survey**

*Ho Kim, ETRI/ Wonsoon Hong, ETRI*  
ME-11—Monday—15:30 to 17:00—Executive Suite

### **Knowledge Migration and Firm Development: The Case of Taiwan's Imaging Industries**

*Yee-Yeen Chu, National Tsing Hua University/ Wen-Lung Cheng, National Tsing Hua University/ Chao-Chi Su, National Tsing Hua University*  
ME-11—Monday—15:30 to 17:00—Executive Suite

### **The R&D Inter-Industry Spillover in China: On the Analysis of 1999 IO Table of China**

*Hongxia Zhang, Chinese Academy of Sciences*  
ME-11—Monday—15:30 to 17:00—Executive Suite

## TECHNOLOGY COMMERCIALIZATION

### **Acquisition of Resources for Commercializing Emerging Technologies: Comparing Large Firms with Startups**

*Lois Peters, Rensselaer Polytechnic Institute/ Malavika Sundararajan, Rensselaer Polytechnic Institute*  
WD-10—Wednesday—13:30 to 15:00—Studio Suite

### **Technology Commercialisation: Patent Portfolio Alignment and the Fuel Cell**

*Alan Pilkington, University of London*  
WD-10—Wednesday—13:30 to 15:00—Studio Suite

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## **T-CAT — A Technology Commercialization Assessment Tool**

*Simon Brightman, University of Ottawa/ David Large, University of Ottawa*

WD-10—Wednesday—13:30 to 15:00—Studio Suite

## **T-CAT — A Technology Commercialization Assessment Tool**

*Simon Brightman, University of Ottawa/ David Large, University of Ottawa*

HB-08—Thursday—10:00 to 11:30—Council Suite

## **Stage-Gate Modeling and Metrics for Software Commercialization**

*Yogesh C. Shiralkar, The University of Toledo/ Lawrence K. Miller, The University of Toledo/ John P. Dismukes, The University of Toledo/ Rahul Mittal, The University of Toledo/ Samuel H. Huang, The University of Cincinnati/ George C. Daley, Effective Metrix, Inc.*

WE-10—Wednesday—15:30 to 17:00—Studio Suite

## **Value Costing: The Development of a Post-Manufacturing Product Cost Analysis Model**

*Shibiao Chen, Euclid-Hitachi Technical Center/ L. Kenneth Keys, Cleveland State University*

WE-10—Wednesday—15:30 to 17:00—Studio Suite

## **Commercialization of MEMS Technologies: What Seems to Work?**

*Bruce A. Kirchhoff, New Jersey Institute of Technology/ Scott L. Newbert, Rutgers University/ Steve T. Walsh, University of New Mexico*

WE-10—Wednesday—15:30 to 17:00—Studio Suite

## TECHNOLOGY MARKETING

### **Strategic Analysis Tools for High Tech Marketing**

*Carmo A. D'Cruz, Florida Institute of Technology/ Ken Ports, Florida Institute of Technology*

WB-10—Wednesday—10:00 to 11:30—Studio Suite

### **Will Koreans Flock to the new Smart Apartment Complexes?**

*Yeong Wha Sawng, ETRI/ Inkap Yeo, ETRI/ Jung Mann Lee, ETRI*

WB-10—Wednesday—10:00 to 11:30—Studio Suite

### **Location-Based Services: Models for Strategy Development in M-Commerce**

*Ramaprasad Unni, Portland State University/ Robert Harmon, Portland State University*

WB-10—Wednesday—10:00 to 11:30—Studio Suite

### **The Relationship of Customer Satisfaction and Switching Barrier on Customer Loyalty in the Korean Mobile Telecommunications Service**

*Moon-Koo Kim, ETRI/ Myeong-Cheol Park, School of Business, Info. and Comm. Univ./ MinYoung Kim, ICU*

WB-10—Wednesday—10:00 to 11:30—Studio Suite

## TECHNOLOGY TRANSFER

### **Transfer of Technologies: A Meta Taxonomy**

*Arnold Reisman, Reisman and Associates*

TB-10—Tuesday—10:00 to 11:30—Studio Suite

### **The Design of the Working Capabilities Program and National Norm for Laboral Competences in e-Commerce and e-Business**

*Victoria E. Erosa, Mexican Association for E-Commerce/ Pilar E. Arroyo, ITESM*

TD-10—Tuesday—13:30 to 15:00—Studio Suite

### **A Stage-Gate Model for Guiding International Technology Transfer**

*Kalinga Jagoda, University of Western Sydney/ Krishnamurthy Ramanathan, University of Western Sydney*

TD-10—Tuesday—13:30 to 15:00—Studio Suite

### **The Transfer of Technology from R&D to the Manufacturing Environment During Innovation Projects: A Contingent Communication-Based Perspective**

*Corrado Lo Storto, University of Naples Federico II*

TD-10—Tuesday—13:30 to 15:00—Studio Suite

### **PRISM: A Systematic Approach to Planning Technology Transfer Campaigns**

*Brent A. Capps, Oregon Master of Software Engineering Program/ Richard E. Fairley, Oregon Health and Science University*

TE-10—Tuesday—15:30 to 17:00—Studio Suite

### **Model Framework for Technology Transfer from R&D to Manufacturing: An Application Study in a High Tech Semiconductor Company**

*Francis Giang, IDT*

TE-10—Tuesday—15:30 to 17:00—Studio Suite

### **Business Value Analysis Based on Reusability of Core Technology and Its Application to Design Solution Business in Managing Technology Transfer from Mature Product Field to New Business Fields**

*Kaoru Suzuki, Hitachi, Ltd.*

TE-10—Tuesday—15:30 to 17:00—Studio Suite

### **The License Payment in Public-to-Private Technology Transfer: Methodology and Implications**

*Tae-Kyu Ryu, Seoul National University/ Jong-Bok Park, Korea Institute of Science and Technology/ Jeong-Dong Lee, Seoul National University/ Tai-Yoo Kim, Seoul National University*

TB-10—Tuesday—10:00 to 11:30—Studio Suite

### **Necessary Conditions for Military to Private Sector Technology Transfer**

*Richard M. Franza, Kennesaw State University*

ME-10—Monday—15:30 to 17:00—Studio Suite

### **A Methodology for Analyzing and A Methodology for Analyzing and Measuring the Success of International Technology Transfer (ITT) in Defense Joint Ventures in Turkey**

*Hamdi Kaykusuz, Yeditepe University/ Atilla M. Öner, Yeditepe University/ Timur O. Çelikyürek, Yeditepe University*

ME-10—Monday—15:30 to 17:00—Studio Suite

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## **Organizational Absorptive Capability: How Japanese and German Multinational Companies Absorb Technologies from the US**

*Seiko Arai, University of Oxford*

TB-10—Tuesday—10:00 to 11:30—Studio Suite

## **Tutorial: Planning and Implementing International Technology Transfer in Developing Countries**

*Ramanathan, Krishnamurthy; University of Western Sydney*

MB-10—Monday—10:00 to 11:30—Studio Suite

## COLLABORATIONS IN TECHNOLOGY MANAGEMENT

### **Reshaping Our World Through Virtual Collaboration**

*Grace M. Bochenek, U.S. Army/ Kenneth J. Ciarelli, U.S.*

*Army/ James M. Ragusa, University of Central Florida*

WE-07—Wednesday—15:30 to 17:00—Forum Suite

### **The Process of Collaborative Innovation: A Guide to Successful Projects**

*Christian Marxt, Swiss Federal Institute of Technology Zurich*

WE-07—Wednesday—15:30 to 17:00—Forum Suite

### **Getting Birds of a Different Feather to Flock Together : Achieving Integration of Knowledge in Technology Alliances**

*George Tovstiga, Arthur D. Little/ David W. Birchall, Henley Management College*

MB-07—Monday—10:00 to 11:30—Forum Suite

### **Partnering: Elements of a Good Partnering Agreement**

*Barbara Williams, Private Company/ William T. Flannery, University of Texas — San Antonio*

WD-07—Wednesday—13:30 to 15:00—Forum Suite

### **Why do Mergers and Acquisitions Thwart Innovation, Creativity and Diversity in the Service Sector?**

*Harsha Savani, Indepth Consulting Group/ Khalid Hafeez, Sheffield Hallam University*

WD-07—Wednesday—13:30 to 15:00—Forum Suite

### **Developing a Distributed Knowledge Model for Knowledge Management in Collaborative Development and Implementation of an Enterprise System**

*Yuh-Min Chen, National Cheng Kung University/ Ching-Bin Wang, Nan-Hua University/ Yuh-Jen Chen, National Cheng Kung University*

WE-07—Wednesday—15:30 to 17:00—Forum Suite

### **Industry and Academe Working Together: Factors That Give Life to Initial and Continuing Success**

*Stephen C. Betts, William Paterson University/ Michael D. Santoro, Lehigh University*

MB-07—Monday—10:00 to 11:30—Forum Suite

### **Innovation Obstacles for SME's and Contributions of Universities — A Match?**

*Thorsten T. Teichert, Institute for Innovation Management*

MB-07—Monday—10:00 to 11:30—Forum Suite

### **Effective Communication in Virtual Teams**

*Jill E. Nemiro, Cal Poly University, Pomona*

MB-07—Monday—10:00 to 11:30—Forum Suite

### **A Design of Collaborative Commerce Service System — Taiwan Machine Tool Industries as an Example**

*Chyuan Perng, Tunghai University/ Jenteng Tsai, Tunghai University/ Shui-Shun Lin, National Chinyi Institute of Technology*

WD-07—Wednesday—13:30 to 15:00—Forum Suite

## COMPETITIVENESS IN TECHNOLOGY MANAGEMENT

### **Competitive Actions that Affect the Performance of Telecommunication Equipment Suppliers During Periods of Industry Meltdown**

*Tony Ballelli, Carleton University/ Yanxia Hao, Carleton University*

WD-09—Wednesday—13:30 to 15:00—Directors Suite

### **Protecting Technology Companies from Unexpected Competitive Attacks**

*Tony J. Ballelli, Carleton University/ Chrystal Y. Liu, Carleton University/ Terence Y. Zhang, Carleton University/ Carlos A. Yopez, Carleton University*

WD-09—Wednesday—13:30 to 15:00—Directors Suite

### **The Impact of Acquisitions on Technology Based Competitive Advantage: Don t Underestimate It — Manage It!**

*Valerie Bannert, Swiss Federal Institute of Technology, ETH Zurich/ Hugo Tschirky, Swiss Federal Institute of Technology, ETH Zurich*

WE-09—Wednesday—15:30 to 17:00—Directors Suite

### **Business Competitive Advantage Through Advanced Planning Simulator**

*Pichit Saengpongpaew, AMD (Thailand) LTD./ Darin Smitasiri, AMD (Thailand) LTD.*

WD-09—Wednesday—13:30 to 15:00—Directors Suite

### **Analysis of the Competition Dynamics in the Infrared Mobile Payment Market in Korea**

*Jung Ji Bum, ETRI/ Yeo Jaehyun, ETRI/ Kim Hanjoo, ETRI*

WE-09—Wednesday—15:30 to 17:00—Directors Suite

### **The Emergence and Competitiveness of VIA Technologies Taiwan**

*Gin-Yuan Lee, National Chiao Tung University/ Min-Jen Tsai, National Chiao-Tung University/ Jung-Jung Chang, National Chiao-Tung University*

WE-09—Wednesday—15:30 to 17:00—Directors Suite

## DECISION MAKING IN TECHNOLOGY MANAGEMENT

### **Building a Pathway to Mars: Mars Technology Program Analysis and Case Study**

*Jeffrey H. Smith, Jet Propulsion Laboratory/ Benjamin Dolgin, Jet Propulsion Laboratory/ Charles R. Weisbin, Jet Propulsion Laboratory*

TB-07—Tuesday—10:00 to 11:30—Forum Suite



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## **An AHP-Based Approach for Maintenance Strategy Selection in a High Technology Facility**

*Shanmugam R, Indian Institute of Technology/ L S. Ganesh, Indian Institute of Technology*  
TE-07—Tuesday—15:30 to 17:00—Forum Suite

## **Portland General Broadband Vendor Evaluation Using Judgement Quantification**

*Roda Batarseh, Portland State University/ Wendy Christensen, Portland State University/ Diane Keil, Portland State University/ Khanh Nguyen, Portland State University*  
WB-07—Wednesday—10:00 to 11:30—Forum Suite

## **Strategic Decision: Process for Technology Selection in the Petrochemical Industry**

*Toryos Pandejpong, Mahidol University/ Dundar F. Kocaoglu, Portland State University*  
TE-07—Tuesday—15:30 to 17:00—Forum Suite

## **Assessment of the Impacts of E-Commerce Technologies on Overall Business Processes: An Analytic Delphi Process**

*Stacey E. Ewton, Portland State University*  
TB-07—Tuesday—10:00 to 11:30—Forum Suite

## **A Decision Model for Stock Portfolio Development**

*Che-Min Cheng, Portland State University/ Julia Dietlmeier, Portland State University/ Russell A. Hensley, Portland State University/ Watjana Linhavess, Portland State University/ Margaret Wang, Portland State University*  
WB-07—Wednesday—10:00 to 11:30—Forum Suite

## **Use of Hierarchical Decision Modeling for Site Selection of a Major League Baseball Stadium in Portland**

*Priya Ajgaonkar, Portland State University/ Aroonrat Auysakul, Portland State University/ Ryan Jefferis, Portland State University/ Seiji Shinriki, Portland State University*  
WB-07—Wednesday—10:00 to 11:30—Forum Suite

## **Keen Mobility's Manufacturing Options: A Startup Company's Dilemma**

*Phasin Komonchaisek, Portland State University/ Richard S. Klein, Portland State University/ Tassawan Wongsuebchart, Portland State University/ Ying-TZ Ho, Portland State University*  
TD-07—Tuesday—13:30 to 15:00—Forum Suite

## **A Hybrid Approach for Corporate Basic Research Project Evaluation and Selection**

*Yasuo Kusaka, Dokkyo University/ Masao Hirasaka, Teijin Limited*  
TB-07—Tuesday—10:00 to 11:30—Forum Suite

## **'Make or Buy' Analysis for Local Manufacture or Import Decisions in Defense System Procurements Using AHP: The Case of Turkey**

*Aykut A. Öncü, Yeditepe University/ Atilla M. Öner, Yeditepe University/ Nuri Basoglu, Bogazici University*  
TD-07—Tuesday—13:30 to 15:00—Forum Suite

## **Fuzzy Multi-Criteria Decision-Making (FMCDM) for Evaluating IC Design House System on Chip Capability Strategy in Taiwan**

*Hong-Yuh Lee, ADMtek/ Gwo-Hshiung Tzeng, National Chiao-Tung University/ Hsiao-Cheng Yu, National Chiao Tung University*  
TD-07—Tuesday—13:30 to 15:00—Forum Suite

## **An Exploration of the Decision-Making Process of a Scheme of Appropriation of Technology**

*Victoria E. Erosa, Mexican Association for E-Commerce/ Estela Uribe-Iniesta, Universidad La Salle Mexico*  
ME-07—Monday—15:30 to 17:00—Forum Suite

## **The PD-Utility Function for Decision-Making in Risk Market**

*Ling Liang, Huazhong University of Science & Technology/ Feng Dai, Zhengzhou Information Engineering University/ Kewei Sun, Zhengzhou Information Engineering University*  
TE-07—Tuesday—15:30 to 17:00—Forum Suite

## **Product Development Model: Integration of Market Selection and Product Design in the Decision Process**

*Margaret F. Shipley, University of Houston — Downtown/ Madeline Johnson, University of Houston — Downtown/ Andre deKorvin, University of Houston — Downtown*  
ME-07—Monday—15:30 to 17:00—Forum Suite

## **The Extension to Cook-Seiford Social Choice Function and the Choice of Key Information Technologies in Guangdong Province of China**

*Jianmei Yang, South China University of Technology/ Tang Xijin, Academy of mathematics and system science of China/ He Zheng, South China University of Technology*  
ME-07—Monday—15:30 to 17:00—Forum Suite

## **Pairwise Decision Making Model for Deciding Best Team to Win 2003 NBA Finals**

*Jose R. Gonzalez-Baird, Portland State University/ Sudha Krishna, Portland State University/ Proadpran Pringsulaka, Portland State University/ Panumas Sirtianthong, Portland State University*  
TE-07—Tuesday—15:30 to 17:00—Forum Suite

## INNOVATION MANAGEMENT

### **Keynote: Mastering Innovation**

*John McDougall /Alberta Research Council, Canada*  
HA-01—Thursday—08:00 to 09:30—Pavilion

### **Innovation Management: Achieving Multiple Objectives**

*David W. Birchall, Henley Management College/ Malcolm S. Armstrong, Henley Management College*  
WE-01—Wednesday—15:30 to 17:00—Pavilion East

### **Technological Innovation by Design: An Information Enhanced Methodology for Accelerated Innovation**

*John P. Dismukes, The University of Toledo/ Lawrence K. Miller, The University of Toledo/ Yogesh C. Shiralkar, The University of Toledo/ Ruth Miller, Illinois State University/ Samuel H. Huang, The University of Cincinnati/ V. A. Ames, Productivity System innovations*  
TD-01—Tuesday—13:30 to 15:00—Pavilion East



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## **Value Synthesis: A Targeted Strategic Innovation Tool**

*Al Herman, Quantrix Corporation*

TD-01—Tuesday—13:30 to 15:00—Pavilion East

## **A Generalised Innovation Management Model for Large Organisations**

*Andrie J. Roelofse, University of Pretoria/ Marthinus W. Pretorius, University of Pretoria*

TB-01—Tuesday—10:00 to 11:30—Pavilion East

## **A Model for Managing Internal Corporate Ventures**

*David Wilemon, Syracuse University*

TD-01—Tuesday—13:30 to 15:00—Pavilion East

## **Opportunities, Innovation, and Value Creation: The Trend Micro Case**

*Shih-Chang Hung, National Tsing Hua University/ Tzu-Hsin Liu, National Tsing Hua University/ Yee-Yeen Chu, National Tsing Hua University*

WD-01—Wednesday—13:30 to 15:00—Pavilion East

## **Total Innovation Management: Reinventing and Revitalizing the Corporation for the 21st Century**

*Qingrui Xu, Zhejiang University/ Jingjiang Liu, Zhejiang University/ Shouqin Shen, Zhejiang University*

HB-01—Thursday—10:00 to 11:30—Pavilion East

## **Total Innovation Management at Hewlett-Packard**

*Michael M. Menke, Hewlett-Packard/ Quingrui XU, Research Center for Innovation & Development*

HD-01—Thursday—13:30 to 15:00—Pavilion East

## **Implementing a Balanced Innovation Management Concept to Work**

*Vicente F. Raurich, Swiss Federal Institute of Technology Zurich/ Christian Marxt, Swiss Federal Institute of Technology Zurich/ Fritz Fahrni, Swiss Federal Institute of Technology Zurich/ Christopher Speirs, Philips Semiconductors, Zurich/ Patrick Nolan, Philips Semiconductors, Zurich*

WD-01—Wednesday—13:30 to 15:00—Pavilion East

## **Restrictive Factors in the Regional Technological Innovation Ecosystem and the Strategies for Adaptation**

*Lucheng Huang, Beijing University of Technology/ Luo Yafei, Beijing University of Technology*

WD-01—Wednesday—13:30 to 15:00—Pavilion East

## **Team Leadership Toward Innovative Results**

*Hans J. Thamhain, Bentley College*

TB-01—Tuesday—10:00 to 11:30—Pavilion East

## **New Perspectives on Innovation Management in the Media Industry: The Walt Disney Company and Pinnacor as Cases in Point**

*Nina Ziv, Institute for Technology and Enterprise*

ME-01—Monday—15:30 to 17:00—Pavilion East

## **Innovation Process Analysis of Entertainment Robots**

### **Market: Case Studies of The Dog Shaped AIBO and Cat Shaped BN-1**

*Osamu Horiuchi, Japan Advanced Institute of Science and Technology/ Akio Kameoka, Japan Advanced Institute of Science and Technology*

HB-01—Thursday—10:00 to 11:30—Pavilion East

## **Caravelli & McGuire, Inc.: A Corporate Case Study**

*R. Keith Martin, Fairfield University*

TB-01—Tuesday—10:00 to 11:30—Pavilion East

## **Evaluating Technological Innovation Management Indicators: The SPRING Software Case Study**

*Mariana A. Bressan, Instituto Tecnológico de Aeronáutica/ Jose Ivan Garcia, Instituto Tecnológico de Aeronáutica/ Elton Dietrich, Instituto Tecnológico de Aeronáutica/ Cibele A. C. Deonísio, Instituto Tecnológico de Aeronáutica/ Elaine Nuci, Instituto Tecnológico de Aeronáutica/ Marcos R. Flores, Instituto Tecnológico de Aeronáutica/ Ronaldo Emerick, Instituto Tecnológico de Aeronáutica/ Carlos S. Pivetta, Instituto Tecnológico de Aeronáutica/ Daniéla C. Fernandes, Instituto Tecnológico de Aeronáutica/ Jose Henrique S. Damiani, Instituto Tecnológico de Aeronáutica*

ME-01—Monday—15:30 to 17:00—Pavilion East

## **Product Generation at the Edge of Chaos**

*Paul Henderson, HP/ Joyce Hougén, HP/ Joni T. Ohta, Hewlett-Packard*

HD-01—Thursday—13:30 to 15:00—Pavilion East

## **A Systematic Process for Developing Product Family Architecture**

*Stephen Bear, Hewlett-Packard Company*

HD-01—Thursday—13:30 to 15:00—Pavilion East

## **Enhancing the Effectiveness of eCommerce in East Asia: A Cultural Perspective**

*Jeffrey Hsu, Fairleigh Dickinson University*

WE-01—Wednesday—15:30 to 17:00—Pavilion East

## **Innovative Capability Building of Small Team: The Case of Korean Soccer Team's Absorptive Capacity**

*Jong-in Choi, Hanbat National University*

ME-01—Monday—15:30 to 17:00—Pavilion East

## **Knowledge Intensive Service Activities in Korea's Innovation System**

*Kongrae Lee, STEPI*

WE-01—Wednesday—15:30 to 17:00—Pavilion East

## **Collaborative Management Models in the National Innovation System of China**

*Ji-zhong Zhou, Chinese Academy of Sciences/ Xiong Wei, Chinese Academy of Sciences/ Chao-ying Tang, Chinese Academy of Sciences*

HB-01—Thursday—10:00 to 11:30—Pavilion East

# TOPIC LIST

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## R&D MANAGEMENT

### **Integrating Market and Patent Portfolios for Market-Oriented R&D Planning**

*Holger Ernst, WHU — Otto Beisheim Graduate School of Management/ Jan Henrik Soll, WHU — Otto Beisheim Graduate School of Management*

TD-04—Tuesday—13:30 to 15:00—Broadway-2

### **Measuring Customer Value as a TQM Tool in Corporate R&D: A Longitudinal Business Case**

*Frances T.J.M. Fortuin, Wageningen University/ Onno Omta, Wageningen University/ Jos Bras, Wageningen University*

TB-04—Tuesday—10:00 to 11:30—Broadway-2

### **Measurement of Quality and Maturity of R&D Processes — Towards Innovation Quality: Methodology, Benchmarking and Case of a Medium Sized Finnish Company**

*Pekka Berg, Helsinki University of Technology/ Jussi Pihlajamaa, Helsinki University of Technology/ Juha Nummi, Helsinki University of Technology/ Juuso Seppälä, Helsinki University of Technology/ Udo-Ernst Haner, University of Stuttgart*

TB-04—Tuesday—10:00 to 11:30—Broadway-2

### **Initial Directors of International R&D Laboratories**

*Max von Zedtwitz, IMD*

TD-04—Tuesday—13:30 to 15:00—Broadway-2

### **Managing Foreign R&D Laboratories in China**

*Max von Zedtwitz, IMD*

MB-04—Monday—10:00 to 11:30—Broadway-2

### **Critical Success Factors in R&D Project Management in Military Systems Acquisition and A Suggested R&D Project Selection Methodology for Turkish Armed Forces**

*Ilhan Kaya, Yeditepe University/ Atilla M. Öner, Yeditepe University/ Nuri Basoglu, Bogazici University*

MD-04—Monday—13:30 to 15:00—Broadway-2

### **Payoffs from Government-Sponsored R&D in the U.S. and Japan**

*Al H. Rubenstein, IASTA*

MD-04—Monday—13:30 to 15:00—Broadway-2

### **The Internationalization of R&D of Chinese Firms: A Case of HW Ltd.**

*Jin Chen, Zhejiang University/ Jingsong Jing, Zhejiang University*

MB-04—Monday—10:00 to 11:30—Broadway-2

### **NPO-Driven Decentralized Research System: Three cases of RoboCup, the Systems Biology Institute and the International Rescue System Institute**

*Shu Ishiguro, Japan Science and Technology Corporation/ Hiroaki Kitano, Japan Science and Technology Corporation/ Kiyoshi Niwa, The University of Tokyo*

TD-04—Tuesday—13:30 to 15:00—Broadway-2

### **An Analysis on the IT R&D Investment and Effects in Korea**

*Yun-Bong Auh, ETRI/ Ilsue Roh, ETRI/ Kum-Ju Kwon, ETRI*

TB-04—Tuesday—10:00 to 11:30—Broadway-2

### **New Management System of Korean Public Research Institutes**

*Sunyang Chung, Sejong University*

MD-04—Monday—13:30 to 15:00—Broadway-2

### **National R&D Performance Measurement: Case Study of Advanced Infrastructure Technology Program in Korea**

*Byoung N. Lee, ETRI*

TB-04—Tuesday—10:00 to 11:30—Broadway-2

### **The Core Processes of Technical Innovation in a Chinese State-Owned Bus Company**

*Liqin Ren, University of Twente/ Guangya Xie, Beijing Polytechnic University/ Koos Krabbendam, University of Twente/ Jihong Liu, Hunan Sanxiang Bus Group*

MB-04—Monday—10:00 to 11:30—Broadway-2

### **The Core Competence-Based Pattern of Internationalization of Technological Innovation of Chinese Companies**

*Jin Chen, Zhejiang University/ Jingsong Jing, Zhejiang University*

MB-04—Monday—10:00 to 11:30—Broadway-2

## NEW PRODUCT DEVELOPMENT

### **Triggered Learning Process from Production to Product Development**

*John R. Voit, Delphi Corporation/ Ram Akella, State University of New York at Buffalo/ Rajiv Kishore, State University of New York at Buffalo/ R. Ramesh, State University of New York at Buffalo*

ME-03—Monday—15:30 to 17:00—Broadway-1

### **The Other Side of Externalization: A Study of the Product Development Firms**

*Stefano Ferrari, Politecnico di Milano/ Raffaella Manzini, University Cattaneo — LIUC/ Emanuele Pizzurno, University Cattaneo — LIUC*

HD-03—Thursday—13:30 to 15:00—Broadway-1

### **Product Development Strategy for Growth Products**

*Masaru Ishioka, Ishinomaki Senshu University/ Kazuhiko Yasuda, Tohoku University/ Kouichi Iwata, Ishinomaki Senshu University*

HD-03—Thursday—13:30 to 15:00—Broadway-1

### **Educating the Guess: Strategies, Concepts and Tools for the Fuzzy Front End of Product Development**

*Antonie J. Jetter, Aachen University of Technology (RWTH)*

TB-03—Tuesday—10:00 to 11:30—Broadway-1

### **Investigating the Effect of Decisions in New Product Development: A Complex Systems Approach**

*Christos D. Tsinopoulos, University of Warwick/ Ian P. McCarthy, Simon Fraser University*

TB-03—Tuesday—10:00 to 11:30—Broadway-1

### **The Role of Trust and Project Commitment in New Product Development Teams**

*Gloria Barczak, Northeastern University/ Edward F. McDonough III, Northeastern University*

TD-03—Tuesday—13:30 to 15:00—Broadway-1

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## **A Preliminary Research on a Roadmap of the Concept Development for Complex Products**

*Delin Yang, Tsinghua University/ Yi Zou, Tsinghua University/ Yaogang Chen, Tsinghua University*  
HB-03—Thursday—10:00 to 11:30—Broadway-1

## **Senior Managers Behaviours Which Contribute to Product Development Success**

*Tony J. Bailetti, Carleton University/ Richard Alan , The Lead to Win Program/ Amer Sajjad, NTG Clarity Networks Inc./ Lien Chen, Carleton University*  
TD-03—Tuesday—13:30 to 15:00—Broadway-1

## **A Framework for Manufacturing Ramp-up**

*Erik van der Merwe, University of Cambridge/ Gerry D. Frizelle, University of Cambridge*  
TB-02—Tuesday—10:00 to 11:20—Pavilion West

## **Creating a Learning Organization to Manage Complex Projects**

*Jongbae Kim, Silla University/ David Wilemon, Syracuse University*  
ME-03—Monday—15:30 to 17:00—Broadway-1

## **Evolution of the PLC at Intel**

*Chris R. Galluzzo, Intel/ Deanna B. Bolton, Intel*  
TE-03—Tuesday—15:30 to 17:00—Broadway-1

## **Broker Design Skills as a Key Driver in the Formation of New Product Development Networks: A Detailed Case Study**

*Darragh Murphy, University of Wales Institute Cardiff/ Alan Lewis, University of Wales Institute Cardiff/ Robert Brown, University of Wales Institute Cardiff*  
TB-03—Tuesday—10:00 to 11:30—Broadway-1

## **Multi-Objective Optimization Model for Modular Product Architecture: A Framework**

*Bimal P. Nepal, Wayne State University/ Leslie Monplaisir, Wayne State University/ Nanua Singh, Wayne State University*  
TB-03—Tuesday—10:00 to 11:30—Broadway-1

## **Determinants of Cross-Functional Integration and Speed-To-Market in New Product Development Teams**

*Patricia J. Holahan, Stevens Institute of Technology/ Gary S. Lynn, Stevens Institute of Technology/ Ali E. Akgün, Gebze Institute of Technology*  
WE-03—Wednesday—15:30 to 17:00—Broadway-1

## **Interface Decision in NPD Management**

*Kuo-Min Chen, Tunghai University/ Ren-Jye Liu, Tunghai University*  
HB-03—Thursday—10:00 to 11:30—Broadway-1

## **Power and Empowerment: The Role of Top Management Support and Team Empowerment in New Product Development**

*Richard R. Reilly, Stevens Institute of Technology/ Jiyao Chen, Stevens Institute of Technology/ Gary S. Lynn, Stevens Institute of Technology*  
TD-03—Tuesday—13:30 to 15:00—Broadway-1

## **A Model of New Product Success and Accelerated Learning in Collaborative New Product Teams**

*Ajax Persaud, University of Ottawa*  
ME-03—Monday—15:30 to 17:00—Broadway-1

## **Schedule Delays in New Product Development: A Life-Cycle Perspective**

*Kevin P. Grant, University of Texas — San Antonio*  
*William M. Cashman, United States Air Force/ Ayman A. Omar, University of Texas — San Antonio*  
WE-03—Wednesday—15:30 to 17:00—Broadway-1

## **Analysis of Sustaining Growth in the Modern Enterprise Using System Dynamics**

*Luis C. Rabelo, University of Central Florida/ Thomas Speller, Gemcor Corporation/ Chris Burns, Delphi Corporation/ Phillip Meade, Xodus Corporation*  
HB-03—Thursday—10:00 to 11:30—Broadway-1

## **A Methodology and Audit Tool for Dual-Use New Product Development**

*Baris Demirci, Yeditepe University/ Atilla M. Öner, Yeditepe University/ Nuri Basoglu, Bogazici University*  
TE-03—Tuesday—15:30 to 17:00—Broadway-1

## **On the Development of a Supporting Tool for New Product Development (NPD) Process**

*Yongtae Park, Seoul National University/ Sungjoo Lee, Seoul National University/ Byungun Yoon, Seoul National University*  
TE-03—Tuesday—15:30 to 17:00—Broadway-1

## **Multiproduct Development: The Key to Efficient Management of Industrial Product Development**

*Knut E. Aasland, SINTEF Industrial Management*  
HD-03—Thursday—13:30 to 15:00—Broadway-1

## **Tutorial: New Product Development Using Adaptive Product Management**

*Socci, Vince; On Target Technology Development*  
WD-03—Wednesday—13:30 to 15:00—Broadway-1

## **TECHNOLOGY MANAGEMENT PERSPECTIVES ON TERRORISM**

### **Technology, Terrorism, and the Multiple Perspective Approach**

*Harold A. Linstone, Portland State University*  
TE-01—Tuesday—15:30 to 17:00—Pavilion East

### **Disrupting Patterns of Terror: Creating Technology Triggers for Pre-emptive Interdiction**

*John W. Peterson, The Strategy Augmentation Group*  
TE-01—Tuesday—15:30 to 17:00—Pavilion East

### **Portland International Airport A/B/C/ Concourse Security Terminal Simulation Analysis**

*Hilary T. Martin, Intel*  
TE-01—Tuesday—15:30 to 17:00—Pavilion East



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## ENTREPRENEURSHIP/INTRAPRENEURSHIP

### **Keynote: Risk-taking by Countries and Corporations on Unproven Technology**

George Chacko, Multimedia University, Malaysia  
HA-01—Thursday—08:00 to 09:30—Pavilion East

### **Technology Management in the Network Age: A Report from the Field Based on a Cross-Regional Comparison of Technology-Intensive Entrepreneurial Firms**

George Tovstiga, Arthur D. Little/ Len Korot, Institute for Global Management/ Leo-Paul Dana, University of Canterbury  
WE-05—Wednesday—15:30 to 17:00—Broadway-3

### **A Conceptual Framework for Technology and Innovation Management in New Technology-Based Firms (NTBF)**

Martin Luggen, Swiss Federal Institute of Technology Zurich/ Hugo Tschirky, Swiss Federal Institute of Technology Zurich  
WB-05—Wednesday—10:00 to 11:30—Broadway-3

### **Growth in the Early Development Stages of Technology-Driven New Ventures**

Timothy C. Koeller, Stevens Institute of Technology/ Thomas G. Lechler, Stevens Institute of Technology  
WD-05—Wednesday—13:30 to 15:00—Broadway-3

### **Early Sales of New Technology Products: A Framework for Comparing the Sales Cycle of Competing Start-up and Large Supplier Firms**

Josee M. Loudiadis, Carleton University  
WD-05—Wednesday—13:30 to 15:00—Broadway-3

### **New Ventures in New Technology-Based Industries: An Industry Evolution Approach**

Elizabeth W. Garnsey, University of Cambridge/ Tim Minshall, University of Cambridge  
WE-05—Wednesday—15:30 to 17:00—Broadway-3

### **Modelling the Development of a Start-up Company**

Dragana R. Popovic, Swiss Federal Institute of Technology Zurich/ Fritz Fahrni, Swiss Federal Institute of Technology Zurich  
WB-05—Wednesday—10:00 to 11:30—Broadway-3

### **The Driver of Corporate Entrepreneurship: Opportunity or Resources?**

Cheng-An P. Tsai, National Chengchi University/ Su-Lee Tsai, Fu Jen Catholic University  
WD-05—Wednesday—13:30 to 15:00—Broadway-3

### **Florida Tech Senior Design Commercialization and Entrepreneurship Program**

Carmo A. D'Cruz, Florida Institute of Technology/ Ken Ports, Florida Institute of Technology/ Muzaffar Shaikh, Florida Institute of Technology  
MD-05—Monday—13:30 to 15:00—Broadway-3

### **Integration of Technology Incubator Programs with Academic Entrepreneurship Curriculum**

Carmo A D'Cruz, University of Central Florida/ Tom O'Neal, University of Central Florida  
MD-05—Monday—13:30 to 15:00—Broadway-3

### **Effective Technology Management: Necessity for Sustainable Development of SSI in India**

Vijay P. Wani, National Institute of Technology/ T. K. Garg, National Institute of Technology/ S. K. Sharma, National Institute of Technology  
MD-05—Monday—13:30 to 15:00—Broadway-3

### **Revenue Viability of Mobile Virtual Network Operators in Korea**

Byung-Woon Kim, Electronics & Telecommunications Research Inst./ Soo-Cheon Kwoen, Electronics & Telecommunications Research Inst.  
WB-05—Wednesday—10:00 to 11:30—Broadway-3

### **Technology Management in Chinese Township and Village Enterprises: A Case-Study Approach**

Gloria L. Ge, Griffith University/ Daniel Z. Ding, City University of Hong Kong/ Malcolm Warner, University of Cambridge  
WE-05—Wednesday—15:30 to 17:00—Broadway-3

### **Panel: Technology, Entrepreneurship and Regional Economic Development**

Phillips, Fred; Oregon Health and Science University/ Choi, Jong-in; Hanbat National University/ D'Cruz, Carmo A; University of Central Florida/ O'Neal, Tom; University of Central Florida/ Ramanathan, Krishnamurthy; University of Western Sydney/ Su, Yu-Shan; International Business/ National Taiwan University/ Mayer, Heike; Portland State University  
TB-05—Tuesday—10:00 to 11:30—Broadway-3

## INFORMATION TECHNOLOGY (IT) MANAGEMENT

### **System Integration Process of Government Information Systems**

Ahto Kalja, Tallinn Technical University  
TE-06—Tuesday—15:30 to 17:00—Broadway-4

### **Business and Information Technology Strategies and Their Impact on Organizational Performance**

Fuat Gunes, Yeditepe University/ Nuri Basoglu, Bogazici University/ Hande Kimiloglu, Bogazici University  
TB-06—Tuesday—10:00 to 11:30—Broadway-4

### **Implementing Knowledge Management Systems: Anticipating and Avoiding Common Pitfalls**

Marianne Koch, OGI School of Science and Engineering at OHSU/ Nicole Steckler, OGI School of Science and Engineering at OHSU/ David Drake, Catalyst Communications, Inc.  
TE-06—Tuesday—15:30 to 17:00—Broadway-4

### **Challenges in the Implementation of Global Information Systems**

Nazmun Nahar, University of Jyväskylä/ Nitya L. Karmakar, University of Western Sydney  
TE-06—Tuesday—15:30 to 17:00—Broadway-4

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## **Building a Self-Assessment Diagnostic Tool to Improve SME Performance**

*Ian Barclay, Liverpool John Moores University/ Keith J. Porter, Liverpool John Moores University/ Philip Spruce, Liverpool John Moores University/ Colin S. Wood, Liverpool John Moores University*

TB-06—Tuesday—10:00 to 11:30—Broadway-4

## **Road Map to Integrate Business Processes Using PMIS**

*Sadhana Ghosh, NITIE, Mumbai/ Sushim Jain, Sona Group/ Yashwant Kumar, NITCO Tiles, Mumbai*

ME-06—Monday—15:30 to 17:00—Broadway-4

## **Linking Information Across Industry Sectors to Jump Start Product and Process Innovation**

*Irene J. Petrick, Pennsylvania State University*

WB-06—Wednesday—10:00 to 11:30—Broadway-4

## **Realizing Digital Life in Korea: Core Technology and Promotion Policy**

*Jungmann Lee, Eletronics and Telecommunications Research Inst./ Kiyong Om, Eletronics and Telecommunications Research Inst./ Yeong-Wha Sawng, Eletronics and Telecommunications Research Inst.*

WB-06—Wednesday—10:00 to 11:30—Broadway-4

## **Information Integrity: An Emerging Field and the State of Knowledge**

*Eliezer Geisler, Stuart Graduate School of Business/ Paul Prabhaker, Stuart Graduate School of Business/ Madhavan Nayar, Unitech Systems*

TB-06—Tuesday—10:00 to 11:30—Broadway-4

## **The Role of Entropy in the Design of Management Support Systems**

*Yukika Awazu, UFJ Bank Limited/ Kevin C. Desouza, University of Illinois — Chicago/ Tobin Hensgen, Loyola University of Chicago*

MB-06—Monday—10:00 to 11:30—Broadway-4

## **Advanced Data Mining Developments: New Data Mining Technologies and Their Applications**

*Jeffrey Hsu, Fairleigh Dickinson University*

WB-06—Wednesday—10:00 to 11:30—Broadway-4

## **Power Sector Development: The Role of IT and New Technologies**

*Rahul Tongia, Carnegie Mellon University*

MB-06—Monday—10:00 to 11:30—Broadway-4

## **Managing Technology Intelligence in Financial Institutions**

*Dana E. Ceausoglu, Ecole Polytechnique Federale de Lausanne/ Peter Ryser, Ecole Polytechnique Federale de Lausanne*

MB-06—Monday—10:00 to 11:30—Broadway-4

## **The Effects of IT on Improvements in the Financial Services Sector**

*Ferhan Cebi, Istanbul Technical University/ Sitki Gozlu, Istanbul Technical University/ Dundar F. Kocaoglu, Portland State University*

MB-06—Monday—10:00 to 11:30—Broadway-4

## **A Study of the Factors Related to Successful Consolidation of Information Technology Units in Local Government**

*Pamela Specht, University of Nebraska — Omaha/ Angela Patton, University of Nebraska — Omaha*

ME-06—Monday—15:30 to 17:00—Broadway-4

## **A Japan-U.S. Comparative Study of Information Technology and the Real Estate Agent Industry**

*Hiroaki Itakura, Kagawa University, Faculty of Economics*

ME-06—Monday—15:30 to 17:00—Broadway-4

## KNOWLEDGE MANAGEMENT

### **Themes and Challenges of Knowledge Management: A Technology Management Perspective**

*Kiyoshi Niwa, The University of Tokyo*

WB-04—Wednesday—10:00 to 11:30—Broadway-2

### **Framework for Implementing Knowledge Management**

*James A. Albers, Pacific Lutheran University*

WB-04—Wednesday—10:00 to 11:30—Broadway-2

### **Developing Knowledge Preservation Strategies in Situations of Personnel Turnover: A Conceptual Paper**

*Stefan M. Koruna, Swiss Federal Institute of Technology Zurich*

WD-04—Wednesday—13:30 to 15:00—Broadway-2

### **Leveraging Knowledge Assets: Combinative Capabilities — Theory and Practice**

*Stefan M. Koruna, Swiss Federal Institute of Technology Zurich*

WB-04—Wednesday—10:00 to 11:30—Broadway-2

### **Identifying Push-Pull Approaches for Managing Knowledge Across Projects**

*Timothy G. Kotnour, University of Central Florida/ Rafael E. Landaeta, University of Central Florida*

WD-04—Wednesday—13:30 to 15:00—Broadway-2

### **Entrepreneurial Innovations by Managing the Knowledge: Cases from Formal and Informal Sectors**

*Kavita Mehra, NISTADS*

WE-04—Wednesday—15:30 to 17:00—Broadway-2

### **The Fit between Problem and Organization Infrastructure as a Determinant of the Generation of Routine Knowledge in Technical Problem-Solving: Findings from the Food-Equipment Manufacturers in Southern**

*Corrado Lo Storto, University of Naples Federico II*

WD-04—Wednesday—13:30 to 15:00—Broadway-2

### **A Case Study: Assessment of Knowledge Management Practices in a Company**

*Melda Polat, Arcelik A.S./ Sertac Koksaldi, Arcelik A.S./ Iffet Iyigun, Arcelik A.S.*

WE-04—Wednesday—15:30 to 17:00—Broadway-2

# TOPIC LIST

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## **Organizational Learning as Catalyst to Technological Innovation**

*Azim Ozturk, Cukurova University/ Jongbae Kim, Silla University/ David Wilemon, Syracuse University*  
WE-04—Wednesday—15:30 to 17:00—Broadway-2

## **Tutorial: Value-Added PICMET: MOT Knowledge Mining**

*Porter, Alan; Georgia Institute of Technology/ Watts, Robert; TACOM*  
TE-04—Tuesday—15:30 to 17:00—Broadway-2

## **Tutorial: Investigating the Effect of Knowledge Practices on IT Project Success**

*Reich, Blaize; Simon Fraser University*  
MD-06—Monday—13:30 to 15:00—Broadway-4

## PROJECT/PROGRAM MANAGEMENT

### **Strategic Project Leadership: Leading Projects as Strategic Competitive Weapons**

*Aaron J. Shenhar, Stevens Institute of Technology*  
MD-02—Monday—13:30 to 15:00—Pavilion West

### **Project Management as an Enabler of Dynamic Capabilities**

*Justin M. Reginato, University of California, Berkeley*  
MD-02—Monday—13:30 to 15:00—Pavilion West

### **Project Strategy: The Key to Project Success**

*Michael Poli, Stevens Institute of Technology/ Aaron J. Shenhar, Stevens Institute of Technology*  
MD-02—Monday—13:30 to 15:00—Pavilion West

### **Technological Project Management at Research and Development (R&D) Organization in Cooperation with the University: RoboTurb/RoboFurnas Project — A Case Study**

*Carlos E. Sato, LACTEC — Instituto de Tecnologia para o Desenvolvi/ Dario E. Dergint, CEFET-PR — Centro Federal de Educação Tecnológica/ Kazuo Hatakeyama, CEFET-PR — Centro Federal de Educação Tecnológica*  
HB-02—Thursday—10:00 to 11:30—Pavilion West

### **Maturity of a World Class IT Project — The Advancement of Projectization**

*Suhwe Lee, IBM Singapore Pte. Ltd.*  
TD-02—Tuesday—13:30 to 15:00—Pavilion West

### **Six Sigma Method, Project Management, and Strategic Management of Technology**

*Frank T. Anbari, The George Washington University*  
HB-02—Thursday—10:00 to 11:30—Pavilion West

### **Project Uncertainty and Transformation Leadership: Contextual Influences on the Impact of Project Manager Leadership Behavior**

*Zvi Aronson, Stevens Institute of Technology/ Peter Dominick, Stevens Institute of Technology/ Thomas G. Lechler, Stevens Institute of Technology*  
TB-02—Tuesday—10:00 to 11:30—Pavilion West

### **Understanding Conflict in Project Teams: An Investigation of Organizational, Task and Team-Level Determinants**

*Patricia J. Holahan, Stevens Institute of Technology/ Ann C. Mooney, Stevens Institute of Technology*  
TB-02—Tuesday—10:00 to 11:30—Pavilion West

### **Project Management of Development, Production and Delivery of Trams for the City of Portland**

*Zdenek Vostracky, the University of West Bohemia/ Michal Korecky, SKODA HOLDING a.s./ Jan Cerny, University of West Bohemia*  
WE-02—Wednesday—15:30 to 17:00—Pavilion West

### **New Project Management System at ABC Company**

*Sarka Dluhosova, Portland State University/ Bob Black, Welch Allyn Protocol*  
WE-02—Wednesday—15:30 to 17:00—Pavilion West

### **Introduction of Web-based Collaborative Project Management in Alaska**

*Thomas F. Krause, University of Alaska at Fairbanks/ Robert A. Perkins, University of Alaska at Fairbanks*  
WE-02—Wednesday—15:30 to 17:00—Pavilion West

### **Project Effectiveness and Efficiency Can Be Measured: A Study of Inter-Rater and Inter-Project Reliability**

*Timothy M. Phelan, Stevens Institute of Technology/ Richard R. Reilly, Stevens Institute of Technology/ Aaron J. Shenhar, Stevens Institute of Technology*  
ME-02—Monday—15:30 to 17:00—Pavilion West

### **Determinants of Cross-organizational Software Project Success: An Exploratory Study**

*And Ozbay, Portland State University/ Dragan Z. Milosevic, Portland State University*  
TD-02—Tuesday—13:30 to 15:00—Pavilion West

### **Whole System Resource Scheduling in Multi-Project Environments**

*Philip J. Viljoen, University of Pretoria*  
WD-02—Wednesday—13:30 to 15:00—Pavilion West

### **Capacity Management for Multiple Project Environments**

*Supachart Iamratanakul, Portland State University*  
WD-02—Wednesday—13:30 to 15:00—Pavilion West

### **Assigning Projects to Project Managers in a Multiple-Project Management Environment: A Pilot Study of a Decision Support Model**

*Peerasit Patanakul, Portland State University/ Dragan Milosevic, Portland State University/ Timothy Anderson, Portland State University*  
WD-02—Wednesday—13:30 to 15:00—Pavilion West

### **Fuzzy Multiobjective Programming Application for Time-cost Trade-off of CPM in Project Management**

*Shing-Ko Liang, National Chiao Tung University/ Kuo-Lung Yang, National Chiao Tung University/ Peter Chu, Central Police University*  
ME-02—Monday—15:30 to 17:00—Pavilion West



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## **A Macro Approach to Modeling Projects with Uncertain Network Structures**

*Bruce Pollack-Johnson, Villanova University/ Matthew J. Liberatore, Villanova University*  
ME-02—Monday—15:30 to 17:00—Pavilion West

## **Justice on the Critical Path**

*Jean Côté, Alberta Court of Appeal/ Lisa Prescott, University of Alberta/ John Whittaker, University of Alberta*  
HD-02—Thursday—13:30 to 15:00—Pavilion West

## **Measuring Efficiency of Projects in SME Organizations**

*Shai Rozenes, Ruppin Academic Center/ Gad Vitner, Ruppin Academic Center/ Stuart Spraggett, Coventry University*  
TD-02—Tuesday—13:30 to 15:00—Pavilion West

## **Current State of Russian Far East Project Management**

*Oliver Hedgepeth, University of Alaska Anchorage/ Morgan E. Henrie, MH Consulting, Inc.*  
HD-02—Thursday—13:30 to 15:00—Pavilion West

## **Tutorial: Project Strategy: The Path to Achieving Competitive Advantage/Value**

*Poli, Michael; Stevens Institute of Technology*  
WB-02—Wednesday—10:00 to 11:30—Pavilion West

## **Tutorial: Strategic Implementation of Six Sigma and Project Management**

*Anbari, Frank; The George Washington University*  
WD-12—Wednesday—13:30 to 15:00—Senate Suite

## RESOURCE MANAGEMENT

### **An Application of MRP to EVMS in Korean Construction**

*Soo-Yong Kim, Pukyong National University/ Young-Dai Lee, Pukyong National University*  
HB-05—Thursday—10:00 to 11:30—Broadway-3

### **Transformation of High Tech Engineering Companies for Sustained Value Creation**

*Dietmar H. Winzker, RAU University/ Leon Pretorius, Rand Afrikaans University*  
HB-05—Thursday—10:00 to 11:30—Broadway-3

### **The Average Annual Work Value as a Criterion for Contracting System**

*Jamal M. Assbeihat, Balqá University*  
HB-05—Thursday—10:00 to 11:30—Broadway-3

### **The Role of Ergonomics as an Instrument to Identify and Correct Changes in Industrial Environments**

*Luiz B. Silva, Federal University of Pará/ Márcio Botelho da Fonseca Lima, Federal University of Pará/ Germana Costa Rocha, Federal University of Pará*  
HB-05—Thursday—10:00 to 11:30—Broadway-3

### **Tutorial: Earned Value Management Method**

*Anbari, Frank; The George Washington University*  
TE-02—Tuesday—15:30 to 17:00—Pavilion West

## **Tutorial: Creating Business Value with Technology: Metrics and Outcomes**

*Geisler, Eliezer; Stuart Graduate School of Business*  
MB-01—Monday—10:00 to 11:30—Pavilion East

## PRODUCTIVITY MANAGEMENT

### **Using DEA to Measure and Evaluate Relative Efficiency of Distributors: A Case Study**

*Ferhan Cebi, Istanbul Technical University/ Sitki Gozlu, Istanbul Technical University*  
TB-08—Tuesday—10:00 to 11:30—Council Suite

### **Evaluating Technical Efficiency in a Dynamic Environment: A System Dynamics Approach**

*Warren K. Vaneman, Virginia Tech/ System Performance Lab/ Konstantinos Triantis, Virginia Tech/ System Performance Lab*  
TB-08—Tuesday—10:00 to 11:30—Council Suite

### **Use of DEA to Evaluate Non-linear and Imprecise Information in Construction Contractor Performance**

*Gerald H. Williams, Portland State University/ Timothy R. Anderson, Portland State University*  
TB-08—Tuesday—10:00 to 11:30—Council Suite

## MANUFACTURING MANAGEMENT

### **Successful IT Applications to Manufacturing Management and Engineering**

*Takehisa Seino, Toshiba Corporation / The University of Tokyo/ Kiyoshi Niwa, The University of Tokyo*  
HB-09—Thursday—10:00 to 11:30—Directors Suite

### **Information Systems for Production Management: Does the Educational System Meet the Changing Requirements of the Yugoslav Industry?**

*Zoran T. Lovrekovic, University of Novi Sad/ Milan Djurica, University of Novi Sad*  
HB-09—Thursday—10:00 to 11:30—Directors Suite

### **Modeling the Dynamics of Manufacturing Flexibility in an Engineering Organization**

*O. P. Sharma, Delhi College of Engineering/ Sushil, Indian Institute of Technology*  
TE-09—Tuesday—15:30 to 17:00—Directors Suite

### **Break-Even Analysis Based on Production Capacity**

*Fuchiao Chyr, National Kaohsiung University of Applied Science*  
TE-09—Tuesday—15:30 to 17:00—Directors Suite

### **Operations Transference General Model**

*Juan Acosta, Universidad de Monterrey/ Martin Bacopulos, Universidad de Monterrey/ Roberto Carvajal, Kemet/ María Posada, Kemet/ Diana Velázquez, Whirlpool*  
HB-09—Thursday—10:00 to 11:30—Directors Suite

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**Flexibility, Stability and Profitability: Exploring the Effects of Using Leased Employees in a Manufacturing Environment**

*William T. Holland, Sony Electronics/ William T. Flannery, University of Texas — San Antonio*

WE-03—Wednesday—15:30 to 17:00—Broadway-1

**Using Discrete Event Simulation to Measure Impact of Changing from Traditional Manufacturing to Cell Manufacturing in a Value-added Wood Processing Facility**

*James E. Reeb, Oregon State University/ Eric S. Baker, Oregon State University/ William F. Reiter, Oregon State University*

HD-09—Thursday—13:30 to 15:00—Directors Suite

**Multimodal Verification System Using Fingerprint and Speech Information**

*Karine Pellerin, Carleton University*

TE-09—Tuesday—15:30 to 17:00—Directors Suite

**Technology Management in Blue Pottery Industry of Jaipur Region of Rajasthan State in India**

*Ranjit Singh, Engineering College, Bikaner, Rajasthan/ Awadhesh Bhardwaj, Malviya National Institute of Technology*

HB-09—Thursday—10:00 to 11:30—Directors Suite

**Critical Analysis of the Management of FMT in India: A Case Study of an Automobile Giant in the Private Sector**

*O. P. Sharma, Delhi College of Engineering*

HD-09—Thursday—13:30 to 15:00—Directors Suite

**Tutorial: Business Intelligence for Agile Manufacturing**

*Jack Elmore, Microsoft Corp.*

HD-04—Thursday—15:30 to 17:00—Broadway-2

## SUPPLY CHAIN MANAGEMENT

**Five Rules that Govern Supply Chain Performance and Their Implication for Integrated Chains**

*Gerry Frizelle, University of Cambridge*

TD-09—Tuesday—13:30 to 15:00—Directors Suite

**Effective Classification of Warranty Returned Parts in a Supply Chain**

*S. Gary Teng, UNC Charlotte/ S. Michael Ho, ArvinMeritor, Inc./ Debra Shumar, ArvinMeritor, Inc.*

ME-09—Monday—15:30 to 17:00—Directors Suite

**An Integrated Decision Model of Supply Chain Management**

*Byunghak Leem, The Pusan University of Foreign Studies/ Jamie Rogers, University of Texas — Arlington*

MD-09—Monday—13:30 to 15:00—Directors Suite

**Supplier Selection Using Analytic Hierarchy Process**

*Demet Bayraktar, Istanbul Technical University/ Ferhan Cebi, Istanbul Technical University*

TD-09—Tuesday—13:30 to 15:00—Directors Suite

**Structure Analysis for E-Government Applications**

*Alptekin Erkollar, University of Applied Sciences Wiener Neustadt/ Birgit J. Oberer, University of Applied Sciences Wiener Neustadt*

MD-09—Monday—13:30 to 15:00—Directors Suite

**Simulation as a Tool for Evaluating Strategic Policies for Flexible Supply Chain Systems**

*Janice L. Forrester, NIKE/ Wayne Wakeland, Portland State University*

ME-09—Monday—15:30 to 17:00—Directors Suite

**Technology and Business Models: Exploring the Processes Synchronization Issue**

*Victoria E. Erosa, Mexican Association for E-Commerce/ Pilar E. Arroyo, ITESM*

MD-09—Monday—13:30 to 15:00—Directors Suite

**Object-Oriented Modeling Framework to Design Adaptable Enterprise Business Process (AEBP): The Case of a Manufacturing Supply-Chain**

*Jinho Kim, The University of Texas at Arlington/ Jamie Rogers, The University of Texas at Arlington*

ME-09—Monday—15:30 to 17:00—Directors Suite

**Cross-National Evaluation of Small Manufacturers to Qualify Them for Global Supply Chains**

*Gene R. Simons, Rensselaer Polytechnic Institute/ Robert Trachtenberg, Central N. Y. Technology Development Organization*

TB-09—Tuesday—10:00 to 11:30—Directors Suite

**Forecasting Success Amongst OEM Partners: Building a Strategic Map**

*W. A. Spivey, UTSA/ J. M. Munson, Santa Clara University/ William T. Flannery, UTSA/ Fu-Sen Tsai, UTSA*

TB-09—Tuesday—10:00 to 11:30—Directors Suite

**The Evaluation Criteria and Location Preferences for Selecting Foundry Service Providers by IC Designers**

*M. J. Tsai, National Chiao-Tung University/ Hsiao-Cheng Yu, National Chiao-Tung University/ Zon-Yau Lee, National Chiao-Tung University/ L. F. Kuo, National Chiao-Tung University/ Peng-Ting Chen, National Chiao-Tung University*

TB-09—Tuesday—10:00 to 11:30—Directors Suite

**Challenging the Traditional Product Life Cycle Model in Delivering Software Technology Solutions**

*David A. Abercrombie, LSI Logic/ Manu Rehani, LSI Logic*

TD-09—Tuesday—13:30 to 15:00—Directors Suite

**The Research on Supply Chain Management of Chinese Enterprises in International Operation After They Entered WTO**

*Yuehong Xu, Renmin University of China/ Erming Xu, Renmin University of China*

TB-09—Tuesday—10:00 to 11:30—Directors Suite

## SOFTWARE PROCESS MANAGEMENT

**Comparing Software Development Processes Using Information Theory**

*Tony J. Bailetti, Carleton University/ Jingdong Liu, Lead to Win*

WE-13—Wednesday—15:30 to 17:00—Cabinet Suite

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## **Incorporating Price Sensitivity Measurement Into the Software Engineering Process**

*Robert Harmon, Portland State University/ David Raffo, Portland State University/ Stuart Faulk, University of Oregon*  
WD-13—Wednesday—13:30 to 15:00—Cabinet Suite

## **An Exploratory Study of Software Review in Practice**

*Zoe Y. Wong, University of Technology, Sydney*  
WE-13—Wednesday—15:30 to 17:00—Cabinet Suite

## **Evaluating the Effects of User Interface on Performance: User Interface Modes and Web Coding Performance and Satisfaction**

*Jeffrey Hsu, Fairleigh Dickinson University*  
WD-13—Wednesday—13:30 to 15:00—Cabinet Suite

## **Models for Improving Software Development and Assessing Organisational Capability**

*Noordin Than Myint Hlaing Shehabuddeen, University of Cambridge/ Francis Hunt, University of Cambridge/ David Probert, University of Cambridge*  
WE-13—Wednesday—15:30 to 17:00—Cabinet Suite

## MANAGEMENT OF TECHNICAL WORKFORCE

### **Managing the Human Side of Technological Innovation: Issues and Answers**

*Robert W. Eder, Portland State University*  
MB-05—Monday—10:00 to 11:30—Broadway-3

### **Relevance of Performance Appraisal System in a Dynamic Organizational Environment**

*Mohana Bharat, Amdocs/ Poonam Sabharwal, Amdocs*  
HD-05—Thursday—13:30 to 15:00—Broadway-3

### **The Great Divide: A Case Study of Supervisors and Employees Views of Performance Management**

*Allan Ng, Honeywell Canada/ Peter Flynn, University of Alberta*  
HD-05—Thursday—13:30 to 15:00—Broadway-3

### **A Case Study on Achieving Return on Critical Talent in Technology-Intensive Organizations**

*Joyce A. Thompson, Walden University*  
MB-05—Monday—10:00 to 11:30—Broadway-3

### **Benchmarking Employee Performance in Administrative Applications for Oregon Health and Sciences University: A Report Using DEA**

*Bridget Haggerty, Oregon Health and Sciences University/ Khoi Le, Portland State University/ Farolan A. Mulia, Portland State University/ Liono Setiowijoso, Portland State University*  
HD-05—Thursday—13:30 to 15:00—Broadway-3

### **Deterritorialization Enables Globalization, and Vice Versa: Japanization and Flexibility of Taiwanese Human Resource Management**

*Meiling Wong, National Chinyi Institute/Tunghai University/ Ren-Jye Liu, Tunghai University*  
MB-05—Monday—10:00 to 11:30—Broadway-3

## **Tutorial: Reshaping Technical Organizations and Their People for the 21st Century**

*Ragusa, James; University of Central Florida*  
MB-08—Monday—10:00 to 11:30—Council Suite

## INTELLECTUAL PROPERTY

### **Keynote: Intellectual Property: The Key to the Growth of Boadband**

*Thomas H. Lipscomb /Digital Future, USA*  
TA-01—Tuesday—08:00 to 09:30—Pavilion

### **Technology Intellectual Property — Management with Patents, Non-Disclosure Agreements, and Licensing**

*Stephen D. Hendricks, Alaska Orthopedic Labs*  
MB-13—Monday—10:00 to 11:30—Cabinet Suite

### **Intellectual Property Management Practices**

*Nilanjana Bhaduri nee Chakraborty, Indian Institute of Science/ Mary Mathew, Indian Institute of Science*  
MB-13—Monday—10:00 to 11:30—Cabinet Suite

### **Tutorial: Intellectual Property**

*Reed, Julie; Marger Johnson & McCollom*  
MD-13—Monday—13:30 to 15:00—Cabinet Suite

## CULTURAL ISSUES

### **ISO9000:2000 Matching Culture to the Task**

*David M. Lyth, Western Michigan University/ Larry A. Mallak, Western Michigan University*  
MB-12—Monday—10:00 to 11:30—Senate Suite

### **A Case Study of Using Culture and the Build Environment to Improve Outcomes in Healthcare Organizations**

*Larry Mallak, Western Michigan University/ David M. Lyth, Western Michigan University/ Suzan D. Olson, Western Michigan University/ Susan M. Ulshafer, Bronson Healthcare Group/ Frank J. Sardone, Bronson Healthcare Group*  
MB-12—Monday—10:00 to 11:30—Senate Suite

## ENVIRONMENTAL ISSUES IN TECHNOLOGY MANAGEMENT

### **Unocal: The Case of Intellectual Property Rights and Participation in the Creation of Environmental Standards**

*Nan Muir Bodensteiner, University of Houston at Clear Lake/ Darren Kiekel, University of Houston at Clear Lake*  
TB-12—Tuesday—10:00 to 11:30—Senate Suite

### **Integration of Cleaner Production in Environmental Management System**

*Nese Kemerdere, TUBITAK-MRC/ S. Ayberk, Kocaeli University*  
TB-12—Tuesday—10:00 to 11:30—Senate Suite



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## INTERNATIONAL ISSUES IN TECHNOLOGY MANAGEMENT

### **Efficiency in the Telecommunications Industry: An International Comparison using DEA**

*Supachart Iamratanakul, Portland State University*  
WB-08—Wednesday—10:00 to 11:30—Council Suite

### **Outsourcing Manufacture to China: Technology SME Perspective**

*Ying Ki Kwong, PriMotive Corporation/ Tom Long, PriMotive Corporation*  
WB-08—Wednesday—10:00 to 11:30—Council Suite

### **Techno-Economics: Can Thailand Find a New Technological and Sustainable Way to Competitively Reenter the Global Market?**

*Nathasit Gerd Sri, Portland State University/ Pisek Gerd Sri, Portland State University*  
WB-08—Wednesday—10:00 to 11:30—Council Suite

### **Tutorial: Challenges for Technology Management in Less Industrialised Economies**

*Lister, Gordon; University of Cape Town*  
MD-10—Monday—13:30 to 15:00—Studio Suite

### **Tutorial: Understanding Culture, Language, and Communication Styles: A Key to Business Success in Global Markets**

*Nunez, German; Oregon Health and Science University*  
MD-12—Monday—13:30 to 15:00—Senate Suite

## HISTORICAL PERSPECTIVES

### **The Start-Up as Illustration of Nietzsche's "Will to Power"**

*Loïck Roche, Groupe ESC Grenoble/ John Sadowsky, Groupe ESC Grenoble*  
WE-06—Wednesday—15:30 to 17:00—Broadway-4

### **Recoupling our Millennial Society with Quantum Science & Technology**

*Jerome H. Selman, q-ERA, Inc./ Victor N. Selman, The American University*  
WE-06—Wednesday—15:30 to 17:00—Broadway-4

### **Raising Social Capital by Adopting QS9000: A Case of a Korean Company**

*Suck-Chul Yoon, Seoul National University*  
WE-06—Wednesday—15:30 to 17:00—Broadway-4

### **A Perspective on Management of Technology in Japan**

*Hiroyuki Yamasaki, Mitsubishi Electric Corporation/ Ikuo Yamada, Mitsubishi Research Institute/ Jun'ichi Baba, Mitsubishi Electric Corporation*  
WE-06—Wednesday—15:30 to 17:00—Broadway-4

## SCIENCE AND TECHNOLOGY POLICY

### **Keynote: Towards a Knowledge-Based Economy: European Research and Policy Goals**

*Rosalie Zobel, European Commission, Belgium*  
MA-01—Monday—08:00 to 09:30—Pavilion East

### **A Trial of Target Systematization for Science and Technology (S&T) Policy**

*Fujio Niwa, National Graduate Institute for Policy Studies*  
ME-05—Monday—15:30 to 17:00—Broadway-3

### **On the Aggregation of Technological Knowledge Indicators**

*Yongtae Park, Seoul National University/ Juneseuk Shin, Seoul National University/ Gwangman Park, Seoul National University/ Sungjoo Lee, Seoul National University*  
TD-05—Tuesday—13:30 to 15:00—Broadway-3

### **Fuzzy Integral MCDM Approach for Evaluating the Effects of Innovation Policies: An Empirical Study of IC Design Industry in Taiwan**

*Hsien-Che Lai, National Chiao-Tung University/ Joseph Z. Shyu, National Chiao-Tung University/ Gwo-Hshiung Tzeng, National Chiao-Tung University*  
TE-05—Tuesday—15:30 to 17:00—Broadway-3

### **An Empirical Research on Import Liberalization and Economic Growth**

*Youngsang Yoo, ETRI/ Jong Yong Lee, ETRI*  
ME-05—Monday—15:30 to 17:00—Broadway-3

### **The Role of Inventive and Innovation Policies in the Industrial and Technological Development of Less Developed Countries (LDCs): The Case of Iran**

*Reza Salami, IROST & University of Allameh*  
TD-05—Tuesday—13:30 to 15:00—Broadway-3

### **The Dynamic Distributions of R&D Performances in 24 OECD Countries**

*Sang Sup Cho, ETRI/ Myung-Hwan Rim, ETRI*  
TD-05—Tuesday—13:30 to 15:00—Broadway-3

### **Opening Network Policy for Fair Competition in Mobile Internet**

*Jaehyun Yeo, ETRI/ Hanjoo Kim, ETRI/ Sangmu Lee, MIC*  
TE-05—Tuesday—15:30 to 17:00—Broadway-3

### **New Role and Evaluation Management of National Projects in Japan: The Effect of Option Exercise**

*Masaharu Tsujimoto, Keio University*  
ME-05—Monday—15:30 to 17:00—Broadway-3

### **The Future Landscape of UK Engineering: Exploring the Paradoxes**

*Jean-Noel Ezingard, Henley Management College/ David W. Birchall, Henley Management College/ Nigel Spinks, Henley Management College*  
TE-05—Tuesday—15:30 to 17:00—Broadway-3

### **The Restructuring of Government Research Institutes and Their Performance Factors: Korean Experience**

*Deok S. Yim, Science and Technology Policy Institute/ Wook Jin Song, Sang Myung University/ Hwang hee Cho, Science and Technology Policy Institute/ In young Song, Sang Myung University*  
ME-05—Monday—15:30 to 17:00—Broadway-3

# TOPIC LIST

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## E-BUSINESS

### **Strategic Challenges of Integrating Wireless Technology in Global e-Business Markets**

*Anthony Narsing, Savannah State University/ Michael Michalisin, Southern Illinois University/ John Whittaker, University of Alberta/ Samuel Frimpong, University of Alberta*

WB-01—Wednesday—10:00 to 11:30—Pavilion East

### **The Limits of Cooperation in e-World**

*Alptekin Erkollar, University of Applied Sciences Wiener Neustadt/ Birgit J. Oberer, University of Applied Sciences Wiener Neustadt*

WB-01—Wednesday—10:00 to 11:30—Pavilion East

### **Performance of a Method for Performing Authentication to Obtain Access to Public Wireless LAN with a Cache Table**

*Hyun-woo Lee, ETRI/ Jeong-hwan Kim, ETRI  
Won Ryu, ETRI/ Chong-ho Yoon, Hankuk Aviation University*

WB-01—Wednesday—10:00 to 11:30—Pavilion East

### **e-Government and Social Services**

*Dong-Hee Shin, Syracuse University/ Shafiz M. Yusof, Syracuse University*

WB-01—Wednesday—10:00 to 11:30—Pavilion East

## TELECOMMUNICATIONS

### **The Origins of New Industries: The Case of the Mobile Internet**

*Jeffrey L. Funk, Kobe University*

TD-12—Tuesday—13:30 to 15:00—Senate Suite

### **Stimulating Local Competition: Perspectives and Alternatives of Global Telecommunications Deregulation**

*Joe Z. Cheng, Chiao-Tung University/ Shih-Chi Chang, Ta Tung Junior Technological College of Commerce/ Ko-Tsung Chu, Chiao-Tung University/ Hsiao-Cheng Yu, Chiao-Tung University*

TE-12—Tuesday—15:30 to 17:00—Senate Suite

### **Customer's Wireless Application Need Assessment in Technology Selection for a Service or Technology Firm**

*Petteri Laaksonen, Lappeenranta University of Technology/ Hannu Kärkkäinen, Lappeenranta University of Technology/ Jouni Koivuniemi, Lappeenranta University of Technology/ Markku Tuominen, Lappeenranta University of Technology*

TD-12—Tuesday—13:30 to 15:00—Senate Suite

### **Comparison of Broadband Internet Pricing Systems**

*Jee Hyung Lee, ETRI/ Jeong-Seok Park, ETRI*

TE-12—Tuesday—15:30 to 17:00—Senate Suite

### **Mobile Communications Development Strategy in Korea**

*Seok Ji Park, ETRI*

TD-12—Tuesday—13:30 to 15:00—Senate Suite

### **Telcos Access Network Migration Strategies for Post-ADSL and Its Prospects in Korea**

*Byung-sun Cho, ETRI/ Hoyoung Hwang, ETRI/ Myungjae Kwak, ETRI*

TE-12—Tuesday—15:30 to 17:00—Senate Suite

## SEMICONDUCTOR INDUSTRY

### **Headcount Requirement Forecast Model of Wafer Fab Operation**

*Mei-Chen Lo, National Chiao-Tung University/ Chun-Yen Chang, National Chiao-Tung University/ Gwo-Hshiung Tzeng, National Chiao-Tung University*

WB-09—Wednesday—10:00 to 11:30—Directors Suite

### **Yield Learning and the Sources of Profitability in High Technology Manufacturing and Process Development**

*Charles M. Weber, Portland State University*

WB-09—Wednesday—10:00 to 11:30—Directors Suite

### **A Study on the Globalization Strategies for Taiwanese Semiconductor Foundry**

*Benjamin Yuan, National Chiao-Tung University/ Mei-Chen Lo, National Chiao-Tung University*

WB-09—Wednesday—10:00 to 11:30—Directors Suite

### **Competition Analysis in the Semiconductor Foundry Industry**

*Jonathan C. Ho, Portland State University*

WB-09—Wednesday—10:00 to 11:30—Directors Suite

## HEALTHCARE INDUSTRY

### **Modeling Healthcare Clinic Operations as a Discrete System Simulation**

*William Eisenhauer, Portland State University/ Alain Brûlé, Portland State University*

HB-06—Thursday—10:00 to 11:30—Broadway-4

### **Service Performance Measurement: A Case of Intensive Care Unit of Hospital**

*Prasanta Kumar Dey, University of West Indies/ S. Hariharan, Queen Elizabeth Hospital*

HB-06—Thursday—10:00 to 11:30—Broadway-4

### **Customer Relationship Management in High Tech: A Perspective from an Academic Healthcare Institution**

*Bridget J. Haggerty, Oregon Health and Science University*

HB-06—Thursday—10:00 to 11:30—Broadway-4

## MONDAY, JULY 21

	01 Pavilion East	02 Pavilion West	03 Broadway-1	04 Broadway-2	05 Broadway-3	06 Broadway-4
<b>MA</b> 08:00-09:30	Plenary - 1					
<b>MB</b> 10:00-11:30	TUTORIAL Creating Business Value with Technology: Metrics and Outcomes	TUTORIAL Closing the Strategic Plan/Implementation Gap: The Logitech Benchmark	PANEL A Credo for MOT	R & D Management-1: Managing R&D in China	Management of Technical Workforce-1	Information Technology Management-1
<b>Lunch Break</b>						
<b>MD</b> 13:30-15:00	Bringing Technology and Innovation into the Boardroom	Project/Program Management-1	PANEL Engineering & Technology Management Journals	R & D Management-2	Entrepreneurship/ Intrapreneurship-1	TUTORIAL Investigating the Effect of Knowledge Practices on IT Project Success
<b>ME</b> 15:30-17:00	Innovation Management-1	Project/Program Management-2	New Product Development-1		Science and Technology Policy-1	Information Technology Management-2

## TUESDAY, JULY 22

	01 Pavilion East	02 Pavilion West	03 Broadway-1	04 Broadway-2	05 Broadway-3	06 Broadway-4
<b>TA</b> 08:00-09:30	Plenary - 2					
<b>TB</b> 10:00-11:30	Innovation Management-2	Project/Program Management-3	New Product Development-2	R & D Management-3	PANEL Technology, Entrepreneurship & Regional Economic Development	Information Technology Management-3
<b>Lunch Break</b>						
<b>TD</b> 13:30-15:00	Innovation Management-3	Project/Program Management-4	New Product Development-3	R & D Management-4	Science and Technology Policy-2	
<b>TE</b> 15:30-17:00	Technology Management Perspectives on Terrorism	TUTORIAL Earned Value Management Method	New Product Development-4	TUTORIAL MOT Knowledge Mining	Science and Technology Policy-3	Information Technology Management-4



07 Forum Suite	08 Council Suite	09 Directors Suite	10 Studio Suite	11 Executive Suite	12 Senate Suite	13 Cabinet Suite
Collaborations in Technology Management-1	TUTORIAL Reshaping Technical Organizations and Their People for the 21st Century		TUTORIAL Planning and Implementing International Technology Transfer in Developing Countries	Technology Diffusion-1	Cultural Issues-1	Intellectual Property-1
	Technology Management Education-1	Supply Chain Management-1	TUTORIAL Challenges for Technology Management in Less Industrialised Economies	TUTORIAL Technology Roadmapping: Developing a Needs-Driven Technology Strategy	TUTORIAL Understanding Culture, Language, and Communication Styles: A Key to Business Success in Global Markets	TUTORIAL Intellectual Property
Decision Making in Technology Management-1	Technology Management Education-2	Supply Chain Management-2	Technology Transfer-1	Technology Diffusion-2	Technological Changes-1	

07 Forum Suite	08 Council Suite	09 Directors Suite	10 Studio Suite	11 Executive Suite	12 Senate Suite	13 Cabinet Suite
Decision Making in Technology Management-2	Productivity Management-1	Supply Chain Management-3	Technology Transfer-2	PANEL Foresight – Providing the Strategic Knowledge for Technology Management	Environmental Issues in Technology Management-1	
Decision Making in Technology Management-3	Technology Assessment and Evaluation-1	Supply Chain Management-4: SCM and related concepts	Technology Transfer-3	XML-TR: Steps Towards Defining a Language for Technology Roadmaps-1	Telecommunications -1: Wireless	
Decision Making in Technology Management-4	Technology Assessment and Evaluation-2	Manufacturing Management-1	Technology Transfer-4	XML-TR: Steps Towards Defining a Language for Technology Roadmaps-2	Telecommunications -2: Wired	

## WEDNESDAY, JULY 23

	01 Pavilion East	02 Pavilion West	03 Broadway-1	04 Broadway-2	05 Broadway-3	06 Broadway-4
<b>WA</b> 08:00-09:30	Plenary - 3					
<b>WB</b> 10:00-11:30	E-Business-1	TUTORIAL Project Strategy: The Path to Achieving Competitive Advantage/Value		Knowledge Management-1	Entrepreneurship/ Intrapreneurship-2	Information Technology (IT) Management-5
<b>Lunch Break</b>						
<b>WD</b> 13:30-15:00	Innovation Management-4	Project/Program Management-5	TUTORIAL New Product Development Using Adaptive Product Management	Knowledge Management-2	Entrepreneurship/ Intrapreneurship-3	Technology Management Framework-1
<b>WE</b> 15:30-17:00	Innovation Management-5	Project/Program Management-6	New Product Development-5	Knowledge Management-3	Entrepreneurship/ Intrapreneurship-4	Historical Perspectives-1

## THURSDAY, JULY 24

	01 Pavilion East	02 Pavilion West	03 Broadway-1	04 Broadway-2	05 Broadway-3	06 Broadway-4
<b>HA</b> 08:00-09:30	Plenary - 4					
<b>HB</b> 10:00-11:30	Innovation Management-6	Project/Program Management-7	New Product Development-6		Resource Management-1	Healthcare Industry-1
<b>Lunch Break</b>						
<b>HD</b> 13:30-15:00	Innovation Management-7: Best Practices at HP	Project/Program Management-8	New Product Development-7	Business Intelligence for Agile Manufacturing	Management of Technical Workforce-2	
<b>HE</b> 15:30-17:00	PICMET '05 Planning Session					

<b>07 Forum Suite</b>	<b>08 Council Suite</b>	<b>09 Directors Suite</b>	<b>10 Studio Suite</b>	<b>11 Executive Suite</b>	<b>12 Senate Suite</b>	<b>13 Cabinet Suite</b>
Decision Making in Technology Management-5	International Issues in Technology Management-1	Semiconductor Industry-1	Technology Marketing-1	PANEL New Directions in Technology Forecasting and Assessment		
Collaborations in Technology Management-2	Technology Management Education-3	Competitiveness in Technology Management-1	Technology Commercialization-1	Technology Planning and Forecasting-1	TUTORIAL Strategic Implementation of Six Sigma and Project Management	Software Process Management-1
Collaborations in Technology Management-3	Technology Management Education-4	Competitiveness in Technology Management-2	Technology Commercialization-2	Technology Planning and Forecasting-2	Strategic Management of Technology-1	Software Process Management-2

<b>07 Forum Suite</b>	<b>08 Council Suite</b>	<b>09 Directors Suite</b>	<b>10 Studio Suite</b>	<b>11 Executive Suite</b>	<b>12 Senate Suite</b>	<b>13 Cabinet Suite</b>
Technological Changes-2	TUTORIAL T-CAT — A Technology Commercialization Assessment Tool	Manufacturing Management-2		Technology Roadmapping-1	Strategic Management of Technology-2	
TUTORIAL Techno-Economics		Manufacturing Management-3		Technology Roadmapping-2	Strategic Management of Technology-3	



# SCHEDULE OF SESSIONS

## SCHEDULE OF SESSION BY ROOM

Session Number	Date	Time	Room	Session Title
MB 01	Monday	10:00 - 11:30	Pavilion East	TUTORIAL: Creating Business Value with Technology: Metrics and Outcomes
MD 01	Monday	13:30 - 15:00	Pavilion East	Bringing Technology and Innovation into the Boardroom
ME 01	Monday	15:30 - 17:00	Pavilion East	Innovation Management-1
TB 01	Tuesday	10:00 - 11:30	Pavilion East	Innovation Management-2
TD 01	Tuesday	13:30 - 15:00	Pavilion East	Innovation Management-3
TE 01	Tuesday	15:30 - 17:00	Pavilion East	Technology Management Perspectives on Terrorism
WB 01	Wednesday	10:00 - 11:30	Pavilion East	E-Business-1
WD 01	Wednesday	13:30 - 15:00	Pavilion East	Innovation Management-4
WE 01	Wednesday	15:30 - 17:00	Pavilion East	Innovation Management-5
HB 01	Thursday	10:00 - 11:30	Pavilion East	Innovation Management-6
HD 01	Thursday	13:30 - 15:00	Pavilion East	Innovation Management-7: Best Practices at HP
HE 01	Thursday	15:30 - 17:00	Pavilion East	PICMET '05 Planning Session
MB 02	Monday	10:00 - 11:30	Pavilion West	TUTORIAL: Closing the Strategic Plan / Implementation Gap: The Logitech Benchmark
MD 02	Monday	13:30 - 15:00	Pavilion West	Project/Program Management-1
ME 02	Monday	15:30 - 17:00	Pavilion West	Project/Program Management-2
TB 02	Tuesday	10:00 - 11:30	Pavilion West	Project/Program Management-3
TD 02	Tuesday	13:30 - 15:00	Pavilion West	Project/Program Management-4
TE 02	Tuesday	15:30 - 17:00	Pavilion West	TUTORIAL: Earned Value Management Method
WB 02	Wednesday	10:00 - 11:30	Pavilion West	TUTORIAL: Project Strategy: The Path to Achieving Competitive Advantage/Value
WD 02	Wednesday	13:30 - 15:00	Pavilion West	Project/Program Management-5
WE 02	Wednesday	15:30 - 17:00	Pavilion West	Project/Program Management-6
HB 02	Thursday	10:00 - 11:30	Pavilion West	Project/Program Management-7
HD 02	Thursday	13:30 - 15:00	Pavilion West	Project/Program Management-8
MB 03	Monday	10:00 - 12:00	Broadway-1	PANEL: A Credo for MOT
MD 03	Monday	13:30 - 15:00	Broadway-1	SPECIAL SESSION: Engineering & Technology Management Journals
ME 03	Monday	15:30 - 17:00	Broadway-1	New Product Development-1
TB 03	Tuesday	10:00 - 11:30	Broadway-1	New Product Development-2
TD 03	Tuesday	13:30 - 15:00	Broadway-1	New Product Development-3
TE 03	Tuesday	15:30 - 17:00	Broadway-1	New Product Development-4
WD 03	Wednesday	13:30 - 15:00	Broadway-1	TUTORIAL: New Product Development Using Adaptive Product Management
WE 03	Wednesday	15:30 - 17:00	Broadway-1	New Product Development-5
HB 03	Thursday	10:00 - 11:30	Broadway-1	New Product Development-6
HD 03	Thursday	13:30 - 15:00	Broadway-1	New Product Development-7
MB 04	Monday	10:00 - 11:30	Broadway-2	R&D Management-1: Managing R&D in China
MD 04	Monday	13:30 - 15:00	Broadway-2	R&D Management-2
TB 04	Tuesday	10:00 - 11:30	Broadway-2	R&D Management-3
TD 04	Tuesday	13:30 - 15:00	Broadway-2	R&D Management-4
TE 04	Tuesday	15:30 - 17:00	Broadway-2	TUTORIAL: Value-Added PICMET: MOT Knowledge Mining

# SCHEDULE OF SESSIONS

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WB	04	Wednesday	10:00 - 11:30	Broadway-2	Knowledge Management-1
WD	04	Wednesday	13:30 - 15:00	Broadway-2	Knowledge Management-2
WE	04	Wednesday	15:30 - 17:00	Broadway-2	Knowledge Management-3
HD	04	Thursday	13:30 - 15:00	Broadway-2	Business Intelligence for Agile Manufacturing
MB	05	Monday	10:00 - 11:30	Broadway-3	Management of Technical Workforce-1
MD	05	Monday	13:30 - 15:00	Broadway-3	Entrepreneurship/Intrapreneurship-1
ME	05	Monday	15:30 - 17:00	Broadway-3	Science and Technology Policy-1
TB	05	Tuesday	10:00 - 11:30	Broadway-3	PANEL: Technology, Entrepreneurship and Regional Economic Development
TD	05	Tuesday	13:30 - 15:00	Broadway-3	Science and Technology Policy-2
TE	05	Tuesday	15:30 - 17:00	Broadway-3	Science and Technology Policy-3
WB	05	Wednesday	10:00 - 11:30	Broadway-3	Entrepreneurship/Intrapreneurship-2
WD	05	Wednesday	13:30 - 15:00	Broadway-3	Entrepreneurship/Intrapreneurship-3
WE	05	Wednesday	15:30 - 17:00	Broadway-3	Entrepreneurship/Intrapreneurship-4
HB	05	Thursday	10:00 - 11:30	Broadway-3	Resource Management-1
HD	05	Thursday	13:30 - 15:00	Broadway-3	Management of Technical Workforce-2
MB	06	Monday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-1
MD	06	Monday	13:30 - 15:00	Broadway-4	TUTORIAL: Investigating the Effect of Knowledge Practices on IT Project Success
ME	06	Monday	15:30 - 17:00	Broadway-4	Information Technology (IT) Management-2
TB	06	Tuesday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-3
TE	06	Tuesday	15:30 - 17:00	Broadway-4	Information Technology (IT) Management-4
WB	06	Wednesday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-5
WD	06	Wednesday	13:30 - 15:00	Broadway-4	Technology Management Framework-1
WE	06	Wednesday	15:30 - 17:00	Broadway-4	Historical Perspectives-1
HB	06	Thursday	10:00 - 11:30	Broadway-4	Healthcare Industry-1
MB	07	Monday	10:00 - 11:30	Forum Suite	Collaborations in Technology Management-1
ME	07	Monday	15:30 - 17:00	Forum Suite	Decision Making in Technology Management-1
TB	07	Tuesday	10:00 - 11:30	Forum Suite	Decision Making in Technology Management-2
TD	07	Tuesday	13:30 - 15:00	Forum Suite	Decision Making in Technology Management-3
TE	07	Tuesday	15:30 - 17:00	Forum Suite	Decision Making in Technology Management-4
WB	07	Wednesday	10:00 - 11:30	Forum Suite	Decision Making in Technology Management-5
WD	07	Wednesday	13:30 - 15:00	Forum Suite	Collaborations in Technology Management-2
WE	07	Wednesday	15:30 - 17:00	Forum Suite	Collaborations in Technology Management-3
HB	07	Thursday	10:00 - 11:30	Forum Suite	Technological Changes-2
HD	07	Thursday	13:30 - 15:00	Forum Suite	TUTORIAL: TECHNO - ECONOMICS: Technological Evolution, The Laws of Techno-Economics, and Analytical Concepts, Tools and Techniques for Strategic and Operational Management of Techno-Businesses
MB	08	Monday	10:00 - 11:30	Council Suite	TUTORIAL: Reshaping Technical Organizations and Their People for the 21st Century
MD	08	Monday	13:30 - 15:00	Council Suite	Technology Management Education-1
ME	08	Monday	15:30 - 17:00	Council Suite	Technology Management Education-2
TB	08	Tuesday	10:00 - 11:30	Council Suite	Productivity Management-1
TD	08	Tuesday	13:30 - 15:00	Council Suite	Technology Assessment and Evaluation-1
TE	08	Tuesday	15:30 - 17:00	Council Suite	Technology Assessment and Evaluation-2

# SCHEDULE OF SESSIONS

WB	08	Wednesday	10:00 - 11:30	Council Suite	International Issues in Technology Management-1
WD	08	Wednesday	13:30 - 15:00	Council Suite	Technology Management Education-3
WE	08	Wednesday	15:30 - 17:00	Council Suite	Technology Management Education-4
HB	08	Thursday	10:00 - 11:30	Council Suite	T-CAT — A Technology Commercialization and Assessment Tool
MD	09	Monday	13:30 - 15:00	Directors Suite	Supply Chain Management-1
ME	09	Monday	15:30 - 17:00	Directors Suite	Supply Chain Management-2
TB	09	Tuesday	10:00 - 11:30	Directors Suite	Supply Chain Management-3
TD	09	Tuesday	13:30 - 15:00	Directors Suite	Supply Chain Management-4: SCM and related concepts
TE	09	Tuesday	15:30 - 17:00	Directors Suite	Manufacturing Management-1
WB	09	Wednesday	10:00 - 11:30	Directors Suite	Semiconductor Industry-1
WD	09	Wednesday	13:30 - 15:00	Directors Suite	Competitiveness in Technology Management-1
WE	09	Wednesday	15:30 - 17:00	Directors Suite	Competitiveness in Technology Management-2
HB	09	Thursday	10:00 - 11:30	Directors Suite	Manufacturing Management-2
HD	09	Thursday	13:30 - 15:00	Directors Suite	Manufacturing Management-3
MB	10	Monday	10:00 - 11:30	Studio Suite	TUTORIAL: Planning and Implementing International Technology Transfer in Developing Countries
MD	10	Monday	13:30 - 15:00	Studio Suite	TUTORIAL: Challenges for Technology Management in Less Industrialised Economies
ME	10	Monday	15:30 - 17:00	Studio Suite	Technology Transfer-1
TB	10	Tuesday	10:00 - 11:30	Studio Suite	Technology Transfer-2
TD	10	Tuesday	13:30 - 15:00	Studio Suite	Technology Transfer-3
TE	10	Tuesday	15:30 - 17:00	Studio Suite	Technology Transfer-4
WB	10	Wednesday	10:00 - 11:30	Studio Suite	Technology Marketing-1
WD	10	Wednesday	13:30 - 15:00	Studio Suite	Technology Commercialization-1
WE	10	Wednesday	15:30 - 17:00	Studio Suite	Technology Commercialization-2
MB	11	Monday	10:00 - 11:30	Executive Suite	Technology Diffusion-1
MD	11	Monday	13:30 - 15:00	Executive Suite	TUTORIAL: Technology Roadmapping: Developing a Needs-Driven Technology Strategy
ME	11	Monday	15:30 - 17:00	Executive Suite	Technology Diffusion-2
TB	11	Tuesday	10:00 - 11:30	Executive Suite	PANEL: Foresight - Providing the Strategic Knowledge for Technology Management
TD	11	Tuesday	13:30 - 15:00	Executive Suite	SPECIAL SESSION: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 1)
TE	11	Tuesday	15:30 - 17:00	Executive Suite	SPECIAL SESSION: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 2)
WB	11	Wednesday	10:00 - 12:00	Executive Suite	PANEL: New Directions in Technology Forecasting and Assessment
WD	11	Wednesday	13:30 - 15:00	Executive Suite	Technology Planning and Forecasting-1
WE	11	Wednesday	15:30 - 17:00	Executive Suite	Technology Planning and Forecasting-2
HB	11	Thursday	10:00 - 11:30	Executive Suite	Technology Roadmapping-1
HD	11	Thursday	13:30 - 15:00	Executive Suite	Technology Roadmapping-2
MB	12	Monday	10:00 - 11:30	Senate Suite	Cultural Issues-1
MD	12	Monday	13:30 - 15:00	Senate Suite	TUTORIAL: Understanding Culture, Language, and Communication Styles: A Key to Business Success in Global Markets
ME	12	Monday	15:30 - 17:00	Senate Suite	Technological Changes-1



# SCHEDULE OF SESSIONS

TB	12	Tuesday	10:00 - 11:30	Senate Suite	Environmental Issues in Technology Management-1
TD	12	Tuesday	13:30 - 15:00	Senate Suite	Telecommunications-1: Wireless
TE	12	Tuesday	15:30 - 17:00	Senate Suite	Telecommunications-2: Wired
WD	12	Wednesday	13:30 - 15:00	Senate Suite	TUTORIAL: Strategic Implementation of Six Sigma and Project Management
WE	12	Wednesday	15:30 - 17:00	Senate Suite	Strategic Management of Technology-1
HB	12	Thursday	10:00 - 11:30	Senate Suite	Strategic Management of Technology-2
HD	12	Thursday	13:30 - 15:00	Senate Suite	Strategic Management of Technology-3
MB	13	Monday	10:00 - 11:30	Cabinet Suite	Intellectual Property-1
MD	13	Monday	13:30 - 15:00	Cabinet Suite	TUTORIAL: Intellectual Property
WD	13	Wednesday	13:30 - 15:00	Cabinet Suite	Software Process Management-1
WE	13	Wednesday	15:30 - 17:00	Cabinet Suite	Software Process Management-2

## SCHEDULE OF SESSIONS BY DATE MONDAY, JULY 20, 2003

Session Number	Date	Time	Room	Session Title
MB 01	Monday	10:00 - 11:30	Pavilion East	TUTORIAL: Creating Business Value with Technology: Metrics and Outcomes
MB 02	Monday	10:00 - 11:30	Pavilion West	TUTORIAL: Closing the Strategic Plan / Implementation Gap: The Logitech Benchmark
MB 03	Monday	10:00 - 12:00	Broadway-1	PANEL: A Credo for MOT
MB 04	Monday	10:00 - 11:30	Broadway-2	R&D Management-1: Managing R&D in China
MB 05	Monday	10:00 - 11:30	Broadway-3	Management of Technical Workforce-1
MB 06	Monday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-1
MB 07	Monday	10:00 - 11:30	Forum Suite	Collaborations in Technology Management-1
MB 08	Monday	10:00 - 11:30	Council Suite	TUTORIAL: Reshaping Technical Organizations and Their People for the 21st Century
MB 10	Monday	10:00 - 11:30	Studio Suite	TUTORIAL: Planning and Implementing International Technology Transfer in Developing Countries
MB 11	Monday	10:00 - 11:30	Executive Suite	Technology Diffusion-1
MB 12	Monday	10:00 - 11:30	Senate Suite	Cultural Issues-1
MB 13	Monday	10:00 - 11:30	Cabinet Suite	Intellectual Property-1
MD 01	Monday	13:30 - 15:00	Pavilion East	Bringing Technology and Innovation into the Boardroom
MD 02	Monday	13:30 - 15:00	Pavilion West	Project/Program Management-1
MD 03	Monday	13:30 - 15:00	Broadway-1	SPECIAL SESSION: Engineering & Technology Management Journals
MD 04	Monday	13:30 - 15:00	Broadway-2	R&D Management-2
MD 05	Monday	13:30 - 15:00	Broadway-3	Entrepreneurship/Intrapreneurship-1
MD 06	Monday	13:30 - 15:00	Broadway-4	TUTORIAL: Investigating the Effect of Knowledge Practices on IT Project Success
MD 08	Monday	13:30 - 15:00	Council Suite	Technology Management Education-1
MD 09	Monday	13:30 - 15:00	Directors Suite	Supply Chain Management-1
MD 10	Monday	13:30 - 15:00	Studio Suite	TUTORIAL: Challenges for Technology Management in Less

# SCHEDULE OF SESSIONS

					Industrialised Economies
MD	11	Monday	13:30 - 15:00	Executive Suite	TUTORIAL: Technology Roadmapping: Developing a Needs-Driven Technology Strategy
MD	12	Monday	13:30 - 15:00	Senate Suite	TUTORIAL: Understanding Culture, Language, and Communication Styles: A Key to Business Success in Global Markets
MD	13	Monday	13:30 - 15:00	Cabinet Suite	TUTORIAL: Intellectual Property
ME	01	Monday	15:30 - 17:00	Pavilion East	Innovation Management-1
ME	02	Monday	15:30 - 17:00	Pavilion West	Project/Program Management-2
ME	03	Monday	15:30 - 17:00	Broadway-1	New Product Development-1
ME	05	Monday	15:30 - 17:00	Broadway-3	Science and Technology Policy-1
ME	06	Monday	15:30 - 17:00	Broadway-4	Information Technology (IT) Management-2
ME	07	Monday	15:30 - 17:00	Forum Suite	Decision Making in Technology Management-1
ME	08	Monday	15:30 - 17:00	Council Suite	Technology Management Education-2
ME	09	Monday	15:30 - 17:00	Directors Suite	Supply Chain Management-2
ME	10	Monday	15:30 - 17:00	Studio Suite	Technology Transfer-1
ME	11	Monday	15:30 - 17:00	Executive Suite	Technology Diffusion-2
ME	12	Monday	15:30 - 17:00	Senate Suite	Technological Changes-1

## TUESDAY, JULY 21, 2003

TB	01	Tuesday	10:00 - 11:30	Pavilion East	Innovation Management-2
TB	02	Tuesday	10:00 - 11:30	Pavilion West	Project/Program Management-3
TB	03	Tuesday	10:00 - 11:30	Broadway-1	New Product Development-2
TB	04	Tuesday	10:00 - 11:30	Broadway-2	R&D Management-3
TB	05	Tuesday	10:00 - 11:30	Broadway-3	PANEL: Technology, Entrepreneurship and Regional Economic Development
TB	06	Tuesday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-3
TB	07	Tuesday	10:00 - 11:30	Forum Suite	Decision Making in Technology Management-2
TB	08	Tuesday	10:00 - 11:30	Council Suite	Productivity Management-1
TB	09	Tuesday	10:00 - 11:30	Directors Suite	Supply Chain Management-3
TB	10	Tuesday	10:00 - 11:30	Studio Suite	Technology Transfer-2
TB	11	Tuesday	10:00 - 11:30	Executive Suite	PANEL: Foresight - Providing the Strategic Knowledge for Technology Management
TB	12	Tuesday	10:00 - 11:30	Senate Suite	Environmental Issues in Technology Management-1
TD	01	Tuesday	13:30 - 15:00	Pavilion East	Innovation Management-3
TD	02	Tuesday	13:30 - 15:00	Pavilion West	Project/Program Management-4
TD	03	Tuesday	13:30 - 15:00	Broadway-1	New Product Development-3
TD	04	Tuesday	13:30 - 15:00	Broadway-2	R&D Management-4
TD	05	Tuesday	13:30 - 15:00	Broadway-3	Science and Technology Policy-2
TD	07	Tuesday	13:30 - 15:00	Forum Suite	Decision Making in Technology Management-3
TD	08	Tuesday	13:30 - 15:00	Council Suite	Technology Assessment and Evaluation-1
TD	09	Tuesday	13:30 - 15:00	Directors Suite	Supply Chain Management-4: SCM and related concepts
TD	10	Tuesday	13:30 - 15:00	Studio Suite	Technology Transfer-3
TD	11	Tuesday	13:30 - 15:00	Executive Suite	SPECIAL SESSION: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 1)

# SCHEDULE OF SESSIONS

TD	12	Tuesday	13:30 - 15:00	Senate Suite	Telecommunications-1: Wireless
TE	01	Tuesday	15:30 - 17:00	Pavilion East	Technology Management Perspectives on Terrorism
TE	02	Tuesday	15:30 - 17:00	Pavilion West	TUTORIAL: Earned Value Management Method
TE	03	Tuesday	15:30 - 17:00	Broadway-1	New Product Development-4
TE	04	Tuesday	15:30 - 17:00	Broadway-2	TUTORIAL: Value-Added PICMET: MOT Knowledge Mining
TE	05	Tuesday	15:30 - 17:00	Broadway-3	Science and Technology Policy-3
TE	06	Tuesday	15:30 - 17:00	Broadway-4	Information Technology (IT) Management-4
TE	07	Tuesday	15:30 - 17:00	Forum Suite	Decision Making in Technology Management-4
TE	08	Tuesday	15:30 - 17:00	Council Suite	Technology Assessment and Evaluation-2
TE	09	Tuesday	15:30 - 17:00	Directors Suite	Manufacturing Management-1
TE	10	Tuesday	15:30 - 17:00	Studio Suite	Technology Transfer-4
TE	11	Tuesday	15:30 - 17:00	Executive Suite	SPECIAL SESSION: XML-TR: Steps Towards Defining a Language for Technology Roadmaps (Part 2)
TE	12	Tuesday	15:30 - 17:00	Senate Suite	Telecommunications-2: Wired

## WEDNESDAY, JULY 22, 2003

WB	01	Wednesday	10:00 - 11:30	Pavilion East	E-Business-1
WB	02	Wednesday	10:00 - 11:30	Pavilion West	TUTORIAL: Project Strategy: The Path to Achieving Competitive Advantage/Value
WB	04	Wednesday	10:00 - 11:30	Broadway-2	Knowledge Management-1
WB	05	Wednesday	10:00 - 11:30	Broadway-3	Entrepreneurship/Intrapreneurship-2
WB	06	Wednesday	10:00 - 11:30	Broadway-4	Information Technology (IT) Management-5
WB	07	Wednesday	10:00 - 11:30	Forum Suite	Decision Making in Technology Management-5
WB	08	Wednesday	10:00 - 11:30	Council Suite	International Issues in Technology Management-1
WB	09	Wednesday	10:00 - 11:30	Directors Suite	Semiconductor Industry-1
WB	10	Wednesday	10:00 - 11:30	Studio Suite	Technology Marketing-1
WB	11	Wednesday	10:00 - 12:00	Executive Suite	PANEL: New Directions in Technology Forecasting and Assessment
WD	01	Wednesday	13:30 - 15:00	Pavilion East	Innovation Management-4
WD	02	Wednesday	13:30 - 15:00	Pavilion West	Project/Program Management-5
WD	03	Wednesday	13:30 - 15:00	Broadway-1	TUTORIAL: New Product Development Using Adaptive Product Management
WD	04	Wednesday	13:30 - 15:00	Broadway-2	Knowledge Management-2
WD	05	Wednesday	13:30 - 15:00	Broadway-3	Entrepreneurship/Intrapreneurship-3
WD	06	Wednesday	13:30 - 15:00	Broadway-4	Technology Management Framework-1
WD	07	Wednesday	13:30 - 15:00	Forum Suite	Collaborations in Technology Management-2
WD	08	Wednesday	13:30 - 15:00	Council Suite	Technology Management Education-3
WD	09	Wednesday	13:30 - 15:00	Directors Suite	Competitiveness in Technology Management-1
WD	10	Wednesday	13:30 - 15:00	Studio Suite	Technology Commercialization-1
WD	11	Wednesday	13:30 - 15:00	Executive Suite	Technology Planning and Forecasting-1
WD	12	Wednesday	13:30 - 15:00	Senate Suite	TUTORIAL: Strategic Implementation of Six Sigma and Project Management
WD	13	Wednesday	13:30 - 15:00	Cabinet Suite	Software Process Management-1
WE	01	Wednesday	15:30 - 17:00	Pavilion East	Innovation Management-5
WE	02	Wednesday	15:30 - 17:00	Pavilion West	Project/Program Management-6



# SCHEDULE OF SESSIONS

WE	03	Wednesday	15:30 - 17:00	Broadway-1	New Product Development-5
WE	04	Wednesday	15:30 - 17:00	Broadway-2	Knowledge Management-3
WE	05	Wednesday	15:30 - 17:00	Broadway-3	Entrepreneurship/Intrapreneurship-4
WE	06	Wednesday	15:30 - 17:00	Broadway-4	Historical Perspectives-1
WE	07	Wednesday	15:30 - 17:00	Forum Suite	Collaborations in Technology Management-3
WE	08	Wednesday	15:30 - 17:00	Council Suite	Technology Management Education-4
WE	09	Wednesday	15:30 - 17:00	Directors Suite	Competitiveness in Technology Management-2
WE	10	Wednesday	15:30 - 17:00	Studio Suite	Technology Commercialization-2
WE	11	Wednesday	15:30 - 17:00	Executive Suite	Technology Planning and Forecasting-2
WE	12	Wednesday	15:30 - 17:00	Senate Suite	Strategic Management of Technology-1
WE	13	Wednesday	15:30 - 17:00	Cabinet Suite	Software Process Management-2

## THURSDAY, JULY 24, 2003

HB	01	Thursday	10:00 - 11:30	Pavilion East	Innovation Management-6
HB	02	Thursday	10:00 - 11:30	Pavilion West	Project/Program Management-7
HB	03	Thursday	10:00 - 11:30	Broadway-1	New Product Development-6
HB	05	Thursday	10:00 - 11:30	Broadway-3	Resource Management-1
HB	06	Thursday	10:00 - 11:30	Broadway-4	Healthcare Industry-1
HB	07	Thursday	10:00 - 11:30	Forum Suite	Technological Changes-2
HB	08	Thursday	10:00 - 11:30	Council Suite	T-CAT — A Technology Commercialization and Assessment Tool
HB	09	Thursday	10:00 - 11:30	Directors Suite	Manufacturing Management-2
HB	11	Thursday	10:00 - 11:30	Executive Suite	Technology Roadmapping-1
HB	12	Thursday	10:00 - 11:30	Senate Suite	Strategic Management of Technology-2
HD	01	Thursday	13:30 - 15:00	Pavilion East	Innovation Management-7: Best Practices at HP
HD	02	Thursday	13:30 - 15:00	Pavilion West	Project/Program Management-8
HD	03	Thursday	13:30 - 15:00	Broadway-1	New Product Development-7
HD	04	Thursday	13:30 - 15:00	Broadway-1	TUTORIAL: Business Intelligence for Agile Manufacturing
HD	05	Thursday	13:30 - 15:00	Broadway-3	Management of Technical Workforce-2
HD	07	Thursday	13:30 - 15:00	Forum Suite	TUTORIAL: TECHNO - ECONOMICS: Technological Evolution, The Laws of Techno-Economics, and Analytical Concepts, Tools and Techniques for Strategic and Operational Management of Techno-Businesses
HD	09	Thursday	13:30 - 15:00	Directors Suite	Manufacturing Management-3
HD	11	Thursday	13:30 - 15:00	Executive Suite	Technology Roadmapping-2
HD	12	Thursday	13:30 - 15:00	Senate Suite	Strategic Management of Technology-3