



ECIC 2009

INHOLLAND
University of Applied Sciences

European Conference on Intellectual Capital INHolland University of Applied Sciences, Haarlem, The Netherlands 28-29 April 2009

- Conference Chair:** Dr Daan Andriessen, Centre for Research in Intellectual Capital, INHolland University, The Netherlands
- Programme Chair:** Dr Christiaan Stam, Centre for Research in Intellectual Capital, INHolland University, The Netherlands
- Keynote Speaker:** Professor Leif Edvinsson, Lund University and Hong Kong Polytechnic University

Call for papers, workshops and tutorials

Mini track on Benefits and Limitations of the Intellectual Capital Metaphor.

Track chair: Prof. Dr. Daniel Andriessen, INHolland University of Applied Sciences, The Netherlands

The concept of intellectual capital (IC) is based on the metaphor "Knowledge as Capital". The way this works is that characteristics of the source domain of capital are used to describe the target domain of knowledge. These characteristics include: capital is valuable and important, capital is an asset for the future and not an expenditure, capital can be capitalized, capital allows for a return and Capital resonates with managers and CFO's. At the same time capital has certain characteristics that can or should not be transferred to the target domain of knowledge. These may include: capital can be owned, capital is additive, capital is a stock, and capital can and must be measured and managed. Most abstract concepts are based on metaphors and any metaphor highlights certain things and hides others.

This track explores the benefits and the limitations of capital as a metaphor for knowledge and other intangibles. We invite papers that explore questions like:

- What have been the benefits over the past years of conceptualizing intangibles as capital? What has it highlighted that we did not see before?
- For example, what have been the benefits that the concept of capital resonate easily with CEO's, CFO's, analysts, accountants and other stakeholders?
- What are some of the limitations of the IC metaphor? What does it hide that is important?
- How can the realization that intellectual capital is based on a metaphorical conceptualization help in solving heated discussions in the field, including discussions about IC as stock or flow, the dynamics of IC, the reification or 'thingification' of knowledge, and the question whether IC should be on the balance sheet?
- What alternative metaphors can highlight important aspects of knowledge and other intangibles that the IC metaphor cannot?

Submission details:

Abstract details: The Abstract should be a minimum of 300 and no more than 500 words including up to five keywords and keyphrases to be received by **7 October 2008**. Please read the abstract guidelines section of the website before submitting.

Submission: Online at <http://academic-conferences.org/ecic/ecic2009/ecic09-abstract-submission.htm>
Please ensure that you complete all relevant sections of the form, including the conference track the abstract is intended for, the proposed title for the paper, the full names (first name and surname, not initials) and email addresses of all authors and a postal address and telephone number for at least one contact author. Please indicate clearly if the contact author is not the lead author..

Full paper: Only required when the abstract has been selected and not to be more than 5,000 words including abstract, keywords and references (the Harvard referencing rules need to be followed). Submission date will be no later than 25 November 2008. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, Elaine Hayne at elaine.hayne@academic-conferences.org

Important information:

The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference. The authors of abstracts, which describe a relevant paper, will receive a notification of abstract acceptance. All full papers will be blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, that the standard of English is adequate and that the paper is appropriately referenced. Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

Important dates:

Abstract submission deadline:	7 October 2008
Notification of abstract acceptance:	14 October 2008
Full paper due for review:	25 November 2008
Notification of paper acceptance (with changes):	3 February 2009
Earlybird registration closes:	17 February 2009
Final paper submission (with changes):	3 March 2009
Final author registration date:	24 March 2009

Conference Executive:

Prof. Dr Daniel Andriessen, INHolland University of Applied Sciences, The Netherlands
Dr Ahmed Bounfour, University Paris-Sud, France
Tjip de Jong, University of Twente, The Netherlands
Dr Aino Kianto, Lappeenranta University of Technology, Finland
Prof. Dr Rongbin W. B Lee, Hong Kong Polytechnic University, PRC
Dr Karl-Heinz Leitner, Austrian Research Centers, Austria
Dr Antti Lönnqvist, Tampere University of Technology, Finland
Professor Bernard Marr, Advanced Performance Institute, UK
Dr Gordon McConnachie, Coordinator Global Association of IC Practitioners, Thailand
Dr Christiaan Stam, INHolland University of Applied Sciences, The Netherlands
Dr Marien van den Boom, INHolland University of Applied Sciences, The Netherlands

Conference Committee:

The conference committee consists of key people in the intellectual capital community. The following people have confirmed their participation:

Daniel Andriessen, (INHolland University of Applied Sciences, The Netherlands); Ossi Aura, (Elisa Health & Fitness, Helsinki, Finland); Ahmed Bounfour, (University Paris-Sud, France); Constantin Bratianu, (Academy of Economic Studies, Bucharest Romania); Sladjanad Čabrilo, (Public Utility Company "LISJE", Nova Sadi, Serbia); Daniela Carlucci, (University of Basilicata, Potenza, Italy); Yuan-Chieh Chang, (National Tsing Hua University, Hsinchu, Taiwan); Eggert Claessen, (Reykjavik University, Iceland); Tjip de Jong, (University of Twente, The Netherlands); Susana Elena, (Institute for Prospective Technological Studies and European Commission - Joint Research Centre, Spain); Mihaela Enache, (Universitat Politècnica de Catalunya, Barcelona, Spain); Kin Gan, (MARA University of Technology, Malacca, Malaysia); Markus Hagemester, (Institute of Applied Business Economics, Spain); Joseph Kessels, (University of Twente, The Netherlands); Aino Kianto, (Lappeenranta University of Technology, Finland); Marcin Kozak, (Czestochowa University of Technology, Poland); Rongbin Lee, (The Hong Kong Polytechnic University, Hong Kong); Karl-Heinz Leitner, (Austrian Research Centers, Austria); Friedel Libor, (Tomas Bata University, Zlin, Czech Republic); Carol Yeh-Yun Lin, (National Chengchi University, Taipei Taiwan); Antti Lönnqvist, (Tampere University of Technology, Finland); Pauline Lumbantobing, (PT. Telekomunikasi Indonesia, Tbk, Indonesia); Bernard Marr, (Advanced Performance Institute, UK); Gordon McConnachie, (GM IAM Services, Bangkok, Thailand); Stephen Pike, (Intellectual Capital Services Ltd, London, UK); Agnieta Pretorius, (Tshwane University of Technology, South Africa); Donald Ropes, (University of Amsterdam, The Netherlands); Charles Savage, (FOM Fachhochschule für Ökonomie und Management, Germany); Christiaan Stam, (INHolland University of Applied Sciences, The Netherlands); Eduardo Tome, (Universidade Lusíada, Famalicão, Portugal); Belén Vallejo, (University of the Basque Country, Bilbao, Spain); Frederik van Buren, (Dow Benelux B.V., The Netherlands); Marien van den Boom, (INHolland University of Applied Sciences, The Netherlands); Mitchell Van der Zahn, (Curtin University of Technology, Perth, Australia); Sergej van Middendorp, (v-work strategy B.V. and Fielding Graduate University, Bilthoven, The Netherlands); Jui Chi Wang, (Hsing Wu College, Taipei County,

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Taiwan); Campbell Warden, (Instituto de Astrofísica de Canarias, Tenerife); Maria Weir, (Intellectual Assets Centre, Glasgow, Scotland); Alan Willis, (Independent Consultant, Mississauga, Ontario, Canada).

If you would like join this committee, please visit <http://academic-conferences.org/application-committee.htm> and complete the application form.

This call for papers can be accessed online at
<http://academic-conferences.org/ecic/ecic2009/ecic09-call-papers.htm>