



# 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 Measuring Intellectual Capital.

**Track chair:** Professor Bernard Marr, The Advanced Performance Institute, UK

The measurement and assessment of intellectual capital and intangible assets is one of the most important and challenging issues for research and practice today. Many argue that without measures we can know nothing and understand nothing. Without measures we can't do any research, organizations can't manage their intangibles and they can't produce meaningful IC statements. However, when it comes to measurement we are facing a real dilemma: we can't really measure our intangibles in the same way we can measure tangible aspects of performance. When it comes to intangibles we often have to rely on proxy measures or need to find new ways of measuring performance. This in turn has important implications of how we can use those measures.

Key questions arising from this include:

- Can we actually measure intangibles? And if so, how should we do this? Do we use quantitative methods, qualitative methods or a mix of both? Do we need to differentiate between terms such as measurement, assessment and evaluation?
- What are the implications of the limited measurability on research, management, compensation and reporting?
- Are tools such as Balanced Scorecards, Strategy Maps and IC Reports appropriate for today's information needs?
- What are the implications for traditional financial accounting of intangibles?

We would like to invite submissions of papers addressing these important issues to this track. For a further discussion of these topics see also:

*Marr, B. (2008) Impacting Future Value: How to Manage your Intellectual Capital, Management Accounting Guideline, jointly published by AICPA, CMA, CIMA*

*Marr, B. (2006) Strategic Performance Management: Leveraging and Measuring your Intangible Value Drivers, Butterworth-Heinemann, Oxford.*

*Marr, B. (2005) Perspectives on Intellectual Capital: Multidisciplinary Insights into Management, Measurement and Reporting, Elsevier, Boston*

#### 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](mailto: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:	<b>7 October 2008</b>
Notification of abstract acceptance:	<b>14 October 2008</b>
Full paper due for review:	<b>25 November 2008</b>
Notification of paper acceptance (with changes):	<b>3 February 2009</b>
Earlybird registration closes:	<b>17 February 2009</b>
Final paper submission (with changes):	<b>3 March 2009</b>
Final author registration date:	<b>24 March 2009</b>

### ***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 Hagemeister, (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

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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, 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>