



4th Annual Conference of the EPIP Association

Measuring the value of IPR: theory, business practice and public policy

Bologna, Italy

24-25 September 2009

CALL FOR PAPERS

Background

One of the greatest challenges for business practitioners and policy-makers today is to converting ideas and intangible assets into economic wealth, and to translate innovations into higher levels of welfare. In particular, issues of IP (intellectual property) are becoming a key element to management of innovation, given the continuous change and the rising level of knowledge intensity of economic activities.

The conference aims to stimulate the scientific and policy debate on current controversial IP topics, such as the validity of different methods for assessing the value of IP, from patents to trademarks, the obstacles to the development of efficient markets for technologies, the costs of strategic patenting and patent litigation, and IP policy harmonization across countries. These are key issues in the economics and management of IP whose profound understanding still entails much theoretical and empirical work. From this perspective, we aim to stimulate and collect novel theoretical, empirical and policy-oriented works with different approaches, from quantitative to qualitative, in-depth case studies.

Papers are invited on the following themes:

- Inventors surveys and the economic value of IP
- Accounting for IP assets: methodological, managerial and institutional issues
- Differences and similarities amongst different types of IP: patents, copyright, trademarks
- IP exploitation strategies: factors that influence the use and exchange of IP
- Cumulative technical change, technical standards and strategic patenting
- Antecedents and consequences of expanded IP enforcement in subject matters like biotech, software, and business methods
- IP, open innovation and the emergence of new business models
- IP and entrepreneurship: does a strong IP regime spur or hamper creative destruction and new entry?
- IP and the finance for innovation: what is the signalling value of patents and other IP to financial institutions?
- Evolution of the national and transnational IPR regime, and the implications for technology transfer across regions
- Legal protection of inventions, and the linkages between innovation policy and competition policy

Audience

Scholars, business practitioners, consultants, and policy-makers dealing with intellectual property rights from different economic, legal and managerial perspectives are encouraged to attend the conference with or without paper presentation.

Invited speakers

Alison BRIMELow, EPO, President

Bruno CASSIMAN, IESE Business School, Spain

Michelle GITTELMAN, Rutgers Business School, United States



Bronwyn HALL, Univ. of California at Berkeley and Univ. of Maastricht, United States/ The Netherlands
Dietmar HARHOFF, Ludwig-Maximilians-Universität München, Germany
Keld LAURSEN, Copenhagen Business School, Denmark
Maria Lilla MONTAGNANI, Università Bocconi, Italy
Nikolaus THUMM, Chief Economist, European Patent Office, Germany
Reinehilde VEUGELERS, K.U. Leuven, Belgium

Scientific committee

Susana BORRÁS, Copenhagen Business School, Denmark
Paul A. DAVID, Stanford University/Telecom-ParisTech and l'Ecole Polytechnique, United States /France
Dominique FORAY, EPFL, Switzerland
Alfonso GAMBARDELLA, Bocconi University, Italy
Paola GIURI, University of Bologna, Italy
Bronwyn H. HALL, University of California at Berkeley/University of Maastricht, United States / The Netherlands
Dietmar HARHOFF, Ludwig-Maximilians Universität München, Germany
Reto M. HILTY, Max Planck Institute for Intellectual Property, Universities of Munich and Zurich
Peter LOTZ, Copenhagen Business School, Denmark
Jacques MAIRESSE, CREST-ENSAE/University of Maastricht, France/The Netherlands
Pierre MOHNEN, University of Maastricht, The Netherlands
Federico MUNARI, University of Bologna, Italy
Enrico SANTARELLI, University of Bologna, Italy
Maurizio SOBRERO, University of Bologna, Italy
Salvatore TORRISI, University of Bologna, Italy
Xavier VENCE, Universidad Santiago de Compostela, Spain
Reinhilde VEUGELERS, K.U. Leuven, Belgium
Bruno VAN POTTELSBERGHE, Solvay Business School, Belgium
Gertrui VAN OVERWALLE, Katholieke Universiteit Leuven, Belgium
Bertrand WARUSFEL, Université de Lille II, France

Conference Organizers

Alfonso GAMBARDELLA, Federico MUNARI, Salvatore TORRISI

Conference Venue

Aula Prodi - [Complesso San Giovanni in Monte](#)
Piazza San Giovanni in Monte, 2 - Bologna, Italy

Submission procedure / guidelines

The following guidelines must be followed when submitting an abstract:

- Submission on the conference webpage: <http://www.epip.eu/conferences/epip04/submission.php>
- Format: PDF
- Length: 2 A4 pages, single-spaced, included tables, figures and references
- The abstract must include:
 - o the title of the paper
 - o the name(s), affiliation(s) and academic position(s) of the author(s).
 - o the full address of the corresponding author

The abstracts will be selected by the Scientific Committee using the criteria of scientific excellence.



Conference Fees

Early bird conference fee - until June 26: 150 Euros

Standard conference fee - from June 27 to August 31: 180 Euros

Time Schedule

Opening Call:	March 3, 2009
Deadline for submission of abstracts:	April 30, 2009
Communication of paper selection:	June 10, 2009
Registration opening	June 10, 2009
End of early bird registration	June 26, 2009
End of standard registration	August 31, 2009
Full paper submission:	September 10, 2009

Additional information for authors with accepted papers

Each participant will only be allowed to present one paper during the conference. Co-authored papers may be presented by any of the participating co-authors.

More information

Email: epipconference2009@unibo.it

Conference Web site: <http://www.epip.eu/conferences/epip04>