



LEICESTER CASTLE BUSINESS SCHOOL

DE MONTFORT UNIVERSITY

The First Global Conference on Creating Value Programme

Day 1 – Wednesday May 23 rd 2018 – Morning		
Time	Session	Location
8.30-9.00	Arrival and registration	Hugh Aston Atrium
9.00-9.30	Welcome <ul style="list-style-type: none"> • Opening by Professor Nigel Wright (Pro Vice-Chancellor for Research and Innovation) • Introduction by the conference convening team 	Hugh Aston 0.10
9.30-10.30	Plenary Session 1 <ul style="list-style-type: none"> • Keynote Professor Stephen Vargo (University of Hawai'i at Mānoa) <i>(Re)considering Value</i> • Keynote Dr Alex Roy (Manchester Airports Group) <i>What Does "Creating Value" Look Like from a MAG Perspective?</i> 	Hugh Aston 0.10
10.30-11.00	Refreshment Break	Hugh Aston Atrium
11.00-12.00	Plenary Session 2 <ul style="list-style-type: none"> • Keynote Emeritus Professor Christian Grönroos (Hanken School of Economics) <i>How can value creation be understood? It depends on the perspective.</i> • Keynote Professor Chris Baker (Goldsmiths, University of London) <i>Unearthing the Value behind Value: How our Beliefs, Values and Worldviews Shape Progressive Potential in our Workplaces and Society</i> 	Hugh Aston 0.10
12.00-12.30	Parallel spotlight sessions	
	1. Industry insights <ol style="list-style-type: none"> I. Mr Phil Dungey (The International Association for Contract & Commercial Management) II. Mr Mark Dryden (360 Dot Net) <i>Customer Value and the Attributes of a Good Lover, a Vendor Perspective from Financial Services</i> 	Hugh Aston 0.10
	2. Launch of The Centre for Enterprise and Innovation, De Montfort University	Hugh Aston 0.08



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Day 1 – Wednesday May 23 rd 2018 – Afternoon and Evening		
Time	Session	Location
12.30-13.30	Networking lunch	Hugh Aston Atrium
13.30-14.30	Parallel Paper Session 1 <ul style="list-style-type: none">See parallel paper session programme for session titles, papers and rooms	Hugh Aston Floor 1
14.30-15.30	Parallel Paper Session 2 <ul style="list-style-type: none">See parallel paper session programme for session titles, papers and rooms	Hugh Aston Floor 1
15.30-16.00	Refreshment Break	Hugh Aston Atrium
16.00-17.00	Plenary Session 3 <ul style="list-style-type: none">Keynote Professor Stuart Hart (University of Vermont) <i>Creating Sustainable Value</i>Keynote Emeritus Professor Michael Shafer (Warm Heart Worldwide) <i>Private 'Values' v. Creating 'Value': Seeking a Personal Way to Leave the World a Better Place</i>	Hugh Aston 0.10
17.00-19.00	Drinks Reception <ul style="list-style-type: none">Opening comments by Mrs Karen Smart (East Midlands Airport)Showcase Forum 1Guided walks to Gala Dinner venue from 18.30	The Castle Great Hall and Terrace
19.00-late	Gala Dinner <ul style="list-style-type: none">Welcome by Professor Dominic Shellard Vice-Chancellor De Montfort UniversityKeynote Ms Ann Francke (Chartered Management Institute) <i>Productivity, and the Impact of Quality Management</i>	The City Rooms Leicester City Centre



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Day 2 – Thursday May 24 th 2018		
Time	Session	Location
8.30-9.00	Arrival and registration (if not registered yet)	Hugh Aston Atrium
9.00-10.00	Parallel Paper Session 3 <ul style="list-style-type: none"> • See parallel paper session programme for session titles, papers and rooms 	Hugh Aston Floor 1
	Journal of Creating Value Board Meeting By invitation only	The Castle Magistrates Room
10.00-11.00	Plenary Session 4 <ul style="list-style-type: none"> • Keynote Professor Irene Ng (University of Warwick) <i>Value and Worth in the Data Economy</i> • Keynote Dr Angus Thomson (Sanofi Pasteur) <i>Valuing the Varied Value of Vaccination</i> 	Hugh Aston 0.10
11.00-11.30	Refreshment Break	Hugh Aston Atrium
11.30-12.30	Plenary Session 5 <ul style="list-style-type: none"> • Keynote Emeritus Professor Malcolm McDonald (Cranfield University) <i>Creating and Selling Value</i> • Keynote Mr Koji Kishimoto (Fujitsu Field Innovation Unit) <i>A Principle of Value Creation by Fujitsu Field Innovation</i> 	Hugh Aston 0.10
12.30-13.30	Networking lunch with Showcase Forum 2	Hugh Aston Atrium
13.30-14.30	Parallel Paper Session 4 <ul style="list-style-type: none"> • See parallel paper session programme for session titles, papers and rooms 	Hugh Aston Floor 1
14.30-14.45	Refreshment Break	Hugh Aston Atrium
14.45-15.45	Plenary Panel <ul style="list-style-type: none"> • Introduction by Professor Peter Shaw (Praesta) • Panellists <ul style="list-style-type: none"> ○ Emeritus Professor Christian Grönroos (Hanken School of Economics) ○ Professor Irene Ng (University of Warwick) ○ Dr Angus Thomson (Sanofi Pasteur) ○ Professor Stephen Vargo (University of Hawai'i at Mānoa) 	Hugh Aston 0.10
15.45-16.00	Closing comments by the conference convening team	Hugh Aston 0.10



Wednesday 23rd May – 13.30-14.30 – Parallel paper session 1

Learning and value-creating ideas in organizations (HU 1.50)	
Youji Kohda	A Central Role of Tacit Knowledge in the Context of Value Creation: 'Unmasking' the Fundamental Basis of Exchange
Quentin Lefebvre	Value Creation in the Organizational Creative Process
Artemis Tonikidou	Creating Value Through Real-Time Knowledge Generation: Improvisation and Organisational Learning in New Product Development
Value(s) in leadership (HU 1.49)	
Bettina Binder	Women on Boards and Value Creation
Rita Goyal	UK Listed Companies' Board Members' Values: What is the Impact on Wealth Creation?
Ursula Schinzel	Responsible Leadership and Corporate Social Responsibility (CSR) in Luxembourg
Conceptualising value (HU 1.48)	
Mohan Namasivayam	Sustainable Value Creation: Integrating RBV, Dynamic Capabilities and Strategic Foresight Frameworks
Adam Oozeerally	Exploring Value Creation: Through the Perspective of Co-Creation and Experiences within Service Systems
Thoralf Dassler	Of Value, Tautologies and Disconnects: Insights from a Labour Perspective to Support the Revitalization of Resource-Based Theory
People and knowledge (as value) in organizations (HU 1.47)	
Kimseng Tieng	Do Engineer Capabilities and Their Involvement in Different Departments Create Value for Firm Innovation: A Case Study of Thai Manufacturing Industry
Luciano Lescano-Duncan	Reorienting the Role of Middle Managers for Creating Value within the Organization: An Economical, Social and Ethical Proposal
Md Sultan Mahmood	Role of Research & Development: A New Venture of Value Creation Process in Clothing Manufacturing Industries of Bangladesh
CEI: Entrepreneurship Workshop (HU 1.51)	
David Rae	Open Entrepreneurship: A New Dynamic for Creating Value?



Wednesday 23rd May – 14.30-15.30 – Parallel paper session 2

Changing perceptions on value (HU 1.50)	
Hsin-Hui Chou	Transforming Towards a Service-Dominant Logic: An empirical Investigation from a Microfoundation Perspective
Scott E. Sampson	Value Paradoxes, Time Value of Value, and Visualizing Value Creation
Seiichi Fukushima	Study of the Service-Industrialization of the Old-Fashioned Product by the Strategic Roadmapping
Value in public service(s) (HU 1.49)	
Steven Parker	Leadership to Create Public Value in a Multi-Agency Victim Support Hub
Jo Richardson	Asset Based Community Development: Reframing Social Value or Shifting the 'Blame'?
Tolu Olarewaju	Corruption, The Great Value Destroyer: The Role of Generalised Trust in Social Networks, Social Media Participation and Legal Institutional Quality for Corruption
Value destruction (HU 1.48)	
Helen Bruce Jamie Burton	Stop Messing About on the River! Value Co-Destruction in a collective service context
Moshe Davidow	A Manager's Guide to Value Destruction: How to Detect It, How to Avoid It
Olabode Ogunbodede	The Co-destruction of Value: A Conceptual Review
Supply chain and value creation (HU 1.47)	
Asma Rakiz	Modelling and Analysis of Stock Related Risks of OCP's Global Supply Chain
Marialisa Marzullo	Nudging and Value Co-Creation
Michael Benson	Value for Whom? A Critical Analysis of Category Management Relationships in the UK Grocery Sector
CEI: Innovation Research (HU 1.51)	
Gary Chapman	Public Support and Open Innovation: Evidence from U.K. Firms
Seun Kolade	Can Cooperation and Informal Networking Help African Firms Overcome Constraints To Technological Innovation?
Shukhrat Nasirov	Matching Technological Competence to New Product Development: The Role of General Managerial Skills



Thursday 24th May – 9.00-10.00 – Parallel paper session 3

Value creation and technology (HU 1.50)	
Badra Galdolge	Modelling Customer Value Co-Creation Practices and Experiences in Self-Service Technologies
Marialuisa Marzullo	Artificial Intelligence(AI) and Value Co-Creation: the case of the Holobotics Experience
Sustainability in business and value creation (HU 1.49)	
Tim Messeder	Food Security and the Perfect Storm: A Case Study of Knowledge and Value in the Ugandan Aquaculture Industry
Valtteri Ranta	What's the Value in Circular Economy? Mapping Customer Value Proposition Archetypes in Circular Economy Start-ups
Guy Schmidt	Social Value within Business: The Growing Importance
Value: sectorial focus (HU 1.48)	
Manuel De Tuya Monica De Tuya	Generating Value in a Private Organization: Building an Information Sharing Infrastructure from Lessons Learned from the Public Sector
Derek Thompson	Eras of Value Production in the Built Environment: Extracting Principles from Past Practice
Taseer Ahmed	Facilitating the Application of Lean Philosophy by Establishing its Basics: A Value-Adding Proposition for the Tentative Enthusiast
Value for customers (HU 1.47)	
Grace Al Khoury	Fine-Tuning Customer-Centricity in a Middle Eastern Culture
Kea Hartwig	How Customers Assess Value-in-Use: Theoretical Discussion and Empirical Investigation
Suha Omar	Predicting Student Enrolment Through Value Co-Creating Experiences at University Open Days
Co-creating value (HU 1.51)	
Keita Uchiyama	Design and Practice of Value Co-creation in Integrated Community Care
Karina Burgdorff Jensen	Dialogue as Value Co-creation
Naokatsu Ookawa	Value Co-creation by Transforming Conventional Working Process with Fujitsu Field Innovation



Thursday 24th May – 13.30-14.30 – Parallel paper session 4

Successful value creation (HU 1.50)	
Martyn Rademakers	Post-Acquisition Value Creation: Effective Business Integration from the Outside In
Zhimin Zhou	Motivating Consumers to Participate in Value Co-creation in Online Brand Communities: The Need for Self-determination and Well-being
Roberta Gargiulo	Searching for the link between Proximity Marketing and Value-in-context
Value in the new economy (HU 1.49)	
Marek Jablonski	The Critical Aspects of Value Migration from Volatile Business Models in the Digital Economy
Steve Walden	Winning in the new Relationship Economy
Tracy Harwood	Transforming Value in the Creative Economy
Value and markets (HU 1.48)	
Alberto Aleo Alice Alessandri	How Companies and Organizations use a Sales Ethics Approach to Succeed in Modern Markets
Sarah Clifft	Once upon an Industry: The Value Proposition of Digital Storytelling in Industrial SME Sales and Marketing Strategies
Paul Johnston Simon Kelly	Exploring Professional Sales and Marketing Identity In B2B Customer Value Creation
Improving service (HU 1.47)	
Vessela Warren	Creating Value through Systematic Service Innovation Process
Szu-Hsin Wu	Co-Creating Valuable Customer Experience: Customer Participation in Service Design
Driton Sahiti	Different Paradigms for Different Types of Value Creation Practices
DMU: Sustainable Development Goals (HU 1.51)	
Regina Frank Andrew Reeves	Valuing the Future: Linking the UN Sustainable Development Goals to Business and Business Education



List of Showcase Forum Presenters

Name	Showcase Title
Grace Al Khoury	Emotional Intelligence towards Customer Relationship Marketing – The Case of Retail Banking in Lebanon
Karina Burgdorff Jensen	The Philosophy of Sales
Sarah Clifft	Once upon an Industry: The Value Proposition of Digital Storytelling in Industrial SME Sales and Marketing Strategies
David Cook	Sponsorship of Sport Mega Events: A Creating Shared Value Approach
Michele Di Lecce	Proposal for an Artificial Intelligent Assistant to Predict Innovation Outcome
Seiichi Fushima	Study of the Servitization of the Obsolete Product by the Strategic Roadmapping
Badra Sandamali Galdolage	Customer Value Co-Creation Intention, Practices and Experience in Self-service Technologies
Kea Hartwig	Value-in-use from the Suppliers' Perspective: Analysis of Marketing Strategies for Value-in-use Offerings
Chih-Hsien Lois Hughes	Missing Out on Value: The Misattribution of Success and the Daigou Paradox
Md Sultan Mahmood	Fashion & Sustainability: A case of Bangladesh Clothing Manufacturing Industries
Tim Messeder	Food Security and the Perfect Storm: A Case Study of Knowledge and Value in the Ugandan Aquaculture Industry
Christos Michael	Is Co-creation of Value an Effective way to Overcome Negative Publicity or will it Lead to Unfavourable Outcomes?: Exploring Consumers Views
Mohan Namasivayam	Sustainable Value Creation: Integrating RBV, Dynamic Capabilities and Strategic Foresight Frameworks
Olabode Ogunbodede	Co-destruction of Value
Kimseng Tieng	Knowledge Creation Synthesis and an Exploration of further for Knowledge Creation Sources: A Case Study of Thai Manufacturing Industry
Kenichiro Yamada	Pharmaceutical Value Co-Creation for Intractable Disease Drug Development Strategy: Case Study of Japanese Patients with Fibromyalgia