

# Building Expertise for Innovation

*Conference on Innovation Decision Support Using  
Structured Expert Judgement*

25-27 April 2017  
Aalto Design Factory, Betonimiehenkuja 5 C, Espoo



## Programme

### Tuesday April 25, 2017

15.00 Registration & coffee

15.30 **Opening statements**  
Prof. Tim Bedford, University of Strathclyde, UK

Studio

16.00 **Management Committee Meeting of COST Action IS1304**  
-17.00

18.00 Espoo City Welcome Reception - Harald Herlin Learning Centre, Otaniementie 19, Espoo



Expert Judgment Network: Bridging the  
Gap Between Scientific Uncertainty and  
Evidence-Based Decision Making

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08.30	Registration & coffee	
	<b>Wed1 Policy Perspectives into Digitalization</b> Chair: Ahti Salo	Stage
09.00	Welcome statements - Professors <b>Ahti Salo</b> and <b>Martti Mäntylä</b> , Aalto University School of Science Professor <b>Tim Bedford</b> , University of Strathclyde	
09.10	<b>Jyrki Kasvi</b> , Member of the Finnish Parliament, Research and Development Manager of the Finnish Information Society Development Centre	
09.20	<b>Janica Ylikarjula</b> , Chief Policy Adviser, Confederation of Finnish Industries	
09:30	<b>Vladimír Šucha</b> , Director-General of the Joint Research Centre of the European Commission <b>Markku Markkula</b> , President of the European Committee of the Regions Keynote Dialogue by President Markkula and DG Sucha: Mobilizing Human Capital and Innovation in Europe	
10.30	Coffee Break	
	<b>Wed2 Expertise and Expert Judgement for Innovation</b> Chair: Jennifer Cassingena Harper	Stage
11.00	<b>Introduction</b> , Jennifer Cassingena Harper	
11.10	<b>Scenario thinking and the (unanticipated) impacts of information technology on patient empowerment.</b> <b>George Wright</b> , Professor, University of Strathclyde, UK	
11.40	<b>The role of Experts in the era of online mass collaboration: evidence from collective intelligence experiments</b> <b>Luca Landoli</b> , Professor, University of Naples Federico II, President of the International Council for Small Business	
12.10	<b>Leena Mörntinen</b> , Executive Director, The Finnish Family Firms Association	
12.30	Lunch	
13.30	<b>Wed3.1 Tutorial on Digital Platforms</b> by <b>Ville Eloranta</b> , Aalto U School of Business	Stage
	<b>Digital platforms – Definitions, conceptual diversity, and the next disruptions</b>	
	This extensive tutorial will:	
	- Illustrate the full breadth of digital platforms	
	- Examine different ways of value creation	
	- Analyze the evolution of platforms through examples	
	- Offer insights into likely future disruptions	
	<b>Wed3.2 Techniques of Expert Judgement Elicitation</b> Chair: Valentina Ferretti	Studio
	<b>Cognitive biases in spatial risk analysis: Design of an experiment</b> Valentina Ferretti, LSE, UK	
	<b>Managing path dependence in innovation and policy – Reflections from a behavioral operations research perspective</b> Tuomas Lahtinen, Aalto U School of Science	
	<b>Structural Elicitation for Bayesian Network</b> Tina Nane, TU Delft, Netherlands	
	<b>Improving construction of conditional probability tables for ranked nodes in Bayesian networks</b> Pekka Laitila, Aalto U School of Science	
	<b>Collaborative demand forecasting with integration of event-based judgements</b> Naoufel Cheikhrouhou, Geneva School of Business Administration, Switzerland	
15.00	Coffee Break	
15.30	<b>Wed4.1 Governance and Digitalization</b> Chair: Taija Turunen	Stage
	<b>Technology giants in patent wars: Competition, litigations and innovation</b> Heli Koski, ETLA, Finland	
	<b>Trust, platforms, and complex service networks</b> Taija Turunen, Aalto U School of Business	
	<b>Firm strategies in open internet of things business ecosystems: Framework and case study</b> Anssi Smedlund, Aalto U School of Business	
	<b>Co-evolution between trust in teachers and higher education toward digitally-rich learning environments</b> Chihiro Watanabe, University of Jyväskylä & Tokyo Institute of Technology	
	<b>Wed4.2 Research &amp; Innovation</b> Chair: Christoph Werner	Studio
	<b>Mapping conditional scenarios for knowledge structuring in tail dependence elicitation: A case study on innovation and risk in the UK higher education sector</b> Christoph Werner, University of Strathclyde, UK	
	<b>Refining foresight approaches to crisis, inertia and transition</b> Jennifer Cassingena-Harper, Malta Council for Science and Technology, Malta	
	<b>Choosing among alternatives for international expansion: Expert Judgment support for an innovative start up</b> Michał Zdziarski, Faculty of Management, Warsaw University, Poland	
	<b>Can we combine expert judgement and big data analytics for innovative decision making?</b> Bekir Cetintav, Dokuz Eylul University, Turkey	
17.00		
18.00	Bus transport to <b>Conference Dinner</b> , Haltia Nature Centre – 18.00 from Design Factory, 18.15 from Hotel Radisson Blu Otaraanta	

<p>09.00 <b>Thu1.1</b>  <b>Building National Strategies for Digitalization</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Stage</span>                      Chair Jeffrey Pittaway</p> <p><b>Finnish strategies for the platform economy</b>                      Ilona Lundström, Director-General of Enterprise and Innovation Department, Ministry of Employment and the Economy</p> <p>Comments – Jarno Limnéll, Aalto University</p>	<p><b>Thu1 .2</b>  <b>Expert Judgement in Energy &amp; Environment</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Studio</span>                      Chair Luis C. Dias</p> <p><b>Combining disparate climate signals with Bayesian nets</b>                      Roger M. Cooke, NASA Langley Research Center, USA</p> <p><b>Sorting and ranking policies to foster technological innovations in the electricity sector in Brazil: a Delphi-based multi-criteria approach</b>                      Luis C. Dias, University of Coimbra, Portugal</p> <p><b>Smart governance: A cure for the local climate?</b>                      Alfréd Kaiser, SPECTRA Centre of Excellence EU, Slovakia</p> <p><b>Capturing complexity and enhancing implementation of one water paradigm: Innovative strategic planning aided by reference point approach.</b>                      Srdjevic Bojan, University of Novi Sad, Serbia</p> <p><b>Expert judgements in probabilistic risk analysis – issues in nuclear power plant applications</b>                      Jan-Erik Holmberg, Risk Pilot Ab, Finland</p>
<p>09.40 <b>Panel discussion</b> - Moderator Ville Eloranta</p>	
<p><i>Jarno Limnéll</i>  <i>Tim Bedford</i>  <i>Martti Mäntylä</i>  <i>Jeffrey Pittaway</i>  <i>Ahti Salo</i></p>	
<p>10.30 Coffee Break</p>	
<p>11.00 <b>Thu2.1 Sensemaking and Innovation</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Stage</span>                      Chair: Totti Könnölä</p> <p><b>Platform economy beyond the hype – sensemaking of signals using alternative frames</b>                      Mikko Dufva, VTT Technical Research Centre of Finland</p> <p><b>Engagement platforms in software ecosystems – Case Future Internet PPP</b>                      Anssi Smedlund, Aalto U School of Business</p> <p><b>Transformative governance of adaptive digital platform ecosystems</b>                      Totti Könnölä, Aalto U School of Science</p> <p><b>Scenario-based portfolio model for building robust and proactive strategies</b>                      Eeva Vilkkumaa, Aalto U School of Business</p>	<p><b>Thu2.2 Health &amp; Wellbeing</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Studio</span>                      Chair: Alec Morton</p> <p><b>eHealth expert’s attitude towards processes of digitization: contradictions between stakeholders</b>                      Birute Mikulskiene, Mykolas Romeris University, Lithuania</p> <p><b>Structured expert judgement for innovative decision support for pollination and food security</b>                      Martine J. Barons, University of Warwick, UK</p> <p><b>Estimating future antibiotic resistance in Europe</b>                      Abigail Colson, University of Strathclyde, UK</p>
<p>12.30 Lunch</p>	
<p>13.30 <b>Thu3.1 Ecosystems and Innovative Business Strategies</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Stage</span>                      Chair Erkko Autio</p> <p><b>Value co-creation in platform ecosystems</b>                      Jeffrey Pittaway, Imperial College, UK</p> <p><b>From one-sided to multi-sided online retail: Exploring the value-creation logic of multi-sided digital retail platforms</b>                      Mikko Hänninen, Aalto U School of Business</p> <p><b>Strategic innovation framework for young companies</b>                      Janne J. Korhonen, Aalto U School of Science</p> <p><b>Developmental interventions for digitalizing networked business</b>                      Antero Hirvensalo, Aalto U School of Science</p>	<p><b>Thu3.2 Workshop on Early Stage Researcher (ESR) Training</b> <span style="background-color: #e67e22; color: white; padding: 2px;">Studio</span></p> <p>Martine J. Barons, University of Warwick, UK                      Philip Bonanno, University of Malta, Malta                      Alec Morton, University of Strathclyde, UK</p>
<p>15.00 Coffee break</p>	
<p>15.30 <b>Thu4 Concluding session</b> Reports from sessions and early stage researcher training <span style="background-color: #e67e22; color: white; padding: 2px;">Stage</span></p>	
<p>16.00 Future activities - Ahti Salo and Tim Bedford</p>	
<p>16.30 End of conference</p>	