

# CLOSED SEMINAR ON OPEN INNOVATION & SIMULATION

MARCH 26, 2013, Keilaranta, 1, Espoo

whether you are a business practitioner, private or public organization,  
large, medium or small sized enterprise ...

## ...this seminar is for you to:

- ✓ Learn how to succeed in Open Innovation ecosystem and whether OI is a solid alternative to SME's
  - ✓ See how simulation models can help solving business challenges
  - ✓ Learn more about management control tools suitable in open innovation environment
  - ✓ Hear about Strategic Management of Knowledge from the Wharton School of Business Professor, USA.
  - ✓ Have stimulating discussion about how Simulating Business Processes can benefit you in particular
  - ✓ Meet experts from academia and industry
- And last but not least:
- ✓ Hear the latest results of Open Innovation Simulation (OISIM) project financed by Tekes

The seminar is **free**, but **early registration is required** due to limited seats availability.

08:30  
09:00-9:05  
09:05-9:35  
09:35-10:10  
10:10-10:45  
10:45-11:00  
11:00-11:30  
11:30-12:00  
12:00-13:00  
13:00-13:30  
13:30-14:00  
14:00-15:00  
14:45-15:15  
15:15-15:45  
15:45-16:30

## Program

Registration  
Opening speech, Pekka Pesonen (Tekes)  
Recent trends in Open Innovation, Prof. Marko Torkkeli (LUT)  
Strategic management of knowledge & simulation SimISpace, Prof. Martin Ihrig (Wharton School of Business, I-Space Institute)  
OISIM project introduction and the first results, Irina Savitskaya (LUT)  
**Coffee Break**  
The potential roles of management control in supporting open innovation, Santiago Velasquez (TUT)  
Alternative methods for protecting innovation: Technology management perspective, Marko Seppänen (TUT)  
**Lunch break**  
Open Innovation Case: Nokia Research Centre, Jukka P. Saarinen (Nokia Research Centre Tampere)  
Open Innovation and SME, Harri Yli-Kujala (MPH Technologies)  
Innovation simulation as a tool for business, Samuli Kortelainen (SimAnalytics)  
**Coffee break and Simulation Poster Session**  
Global experience in simulation- based problem solving (panel discussion over poster session)  
Discussion: Simulating Business Processes, Chaired by M. Ihrig, moderated by I. Savitskaya

Please register by **Friday, March 15, 2013**  
by sending email to  
**Justyna Dabrowska (Justyna.dabrowska@lut.fi)**

For more details please visit [www.lut.fi/OISIM](http://www.lut.fi/OISIM) or contact Irina Savitskaya ([irina.savitskaya@lut.fi](mailto:irina.savitskaya@lut.fi))