

**Official Program**

# The 5th Asia-Pacific Innovation Conference

hosted by

**The University of Technology, Sydney**

27-29 November 2014

Proudly sponsored by:



## Chairman's welcome

This Asia Pacific Innovation Conference 2014 in Sydney, Australia follows closely the APEC meeting in Beijing and the G20 summit in Brisbane. There is an international focus upon the Asia Pacific as an engine of economic growth and innovation. From a neo-Schumpeterian perspective we are increasingly engaged in shortening and intensifying cycles of innovation (Lee 2013). The successful IPO of Alibaba this year demonstrates innovation in the Asia Pacific is moving beyond manufacturing into the knowledge economy. The historic agreement of China and the US to radically reduce carbon emissions reached at the Beijing APEC meeting indicates that an imperative of innovation is to contribute to sustainability.



*Thomas Clarke*

**Professor Thomas Clarke**  
Centre for Corporate Governance  
UTS Sydney

## Thursday 27 November 2014

## Day 1

1.00 - 2.00pm	Registration and Coffee	
2.00 - 2.30pm	<b>Opening Plenary</b>	Room 00.401
Speaker:	<b>The Honourable Bob Carr</b> University of Technology, Sydney	
2.30 - 3.30pm	<b>Plenary I</b>	Room 00.401
Chair:	<b>Thomas Clarke</b> (University of Technology, Sydney)	
Speakers:	<b>Jacques Mairesse</b> (United Nations University) <i>The Relationship between Output and Public Funding in Science: Evidence from the California Institute of Technology</i>	
	<b>John Bell</b> (Acil Allen Consulting) <i>The Role of Science and Technology in Lifting Australia's Productivity</i>	
3.30 - 4.00pm	Afternoon Tea	
4.00 - 5.00pm	<b>Plenary II</b>	Room 00.401
Chair:	<b>Paul Jensen</b> (University of Melbourne)	
Speakers:	<b>Elisabeth Mueller</b> (Frankfurt School of Finance & Management) <i>What are the Channels for Technology Sourcing? Panel Data Evidence from German Companies</i>	
	<b>Christine Greenhalgh</b> (University of Oxford) <i>Innovation, Intellectual Property and Economic Growth</i>	
5.00 - 5.30pm	Drinks and Canapés	
6.30 - 11.00pm	<b>Harbour Cruise from Darling Harbour</b>	(see page 12)

# Friday 28 November 2014

# Day 2

8.45 - 9.00am	<b>Welcome</b>	Room 00.401
Speaker:	<b>Roy Green</b> Dean, UTS Business School	
9.00 - 10.00am	<b>Plenary III</b>	Room 00.401
Chair:	<b>Hui Lin Lin</b> (National Taiwan University)	
Speakers:	<b>Alan Marco</b> US Patent and Trademark Office  <b>Ben Mitra Kahn</b> IP Australia	
10.00 - 11.15am	<b>Sessions I</b>	
	<b>Government Innovation Policy</b>	Room 00.401
Chair:	<b>Philipp Boeing</b> (Centre for European Economic Research - ZEW)	
Speakers:	<b>Kazunari Matsushima</b> (The University of Tokushima) <i>The Spillover Effects of Publicly Supported Private R&amp;D: Analysis of NEDO Follow-up Survey Data</i> <b>Katrin Hussinger</b> (University of Luxembourg) <i>The Impact of R&amp;D Subsidies During the Crisis</i> <b>Daria Kim</b> (The Chinese University of Hong Kong) <i>Data Protection for Biological Drugs as an Instrument of Innovation Policy</i>	
	<b>Comparative Country Growth</b>	Room 04.102
Chair:	<b>Charles Okumu</b> (University of Technology, Sydney)	
Speakers:	<b>Hyoseok Kim</b> (Seoul National University) <i>Role of Big Business in the Growth-Inequality Nexus</i> <b>Yasushi Hara</b> (Hitotsubashi University) <i>Preparing for the future. OECD-countries in comparison</i> <b>Jue Wang</b> (Nanyang Technological University) <i>A tale of two cities: innovation in Singapore and Hong Kong</i>	
	<b>Entrepreneurs</b>	Room 04.101
Chair:	<b>Thomas Spurling</b> (Swinburne University)	
Speakers:	<b>Elisabeth Mueller</b> (Frankfurt School of Finance & Management) <i>Founder involvement in research and development: Implications for firm survival and growth</i> <b>Garry W. Haworth</b> (University of Newcastle) <i>Advancing a model of adaptive strategic behaviour</i> <b>Yuji Honjo</b> (Chuo University) <i>Initial public offerings of start-up firms: evidence from Japan</i>	
	<b>Supply Chain and Alliances</b>	Room 04.103/04.105
Chair:	<b>Sarah Kaine</b> (University of Technology, Sydney)	
Speakers:	<b>Yingyi Tsai</b> (National University of Kaohsiung) <i>How do downstream manufacturer contract for procurement amid supply disruptions?</i> <b>Eric J. Iversen</b> (Nordic Institute for Studies in Innovation, Research and Education) <i>Standardization and emerging strategies to escape technological lock-in: lessons from Scandinavian attempts to promote electrical mobility</i> <b>Jochen Schweitzer</b> (University of Technology Sydney) <i>Contracting and innovation culture in alliances</i>	



**DAY 2 - Friday 28 Nov**

(10.00 - 11.15am)	<b>Jurisprudence</b>	Room 04.205
Chair:	<b>Alice Klettner</b> (University of Technology, Sydney)	
Speakers:	<p><b>Michael Fraser</b> (University of Technology, Sydney) <i>Regulating knowledge as intellectual property in the global knowledge economy</i></p> <p><b>Llewellyn Gibbons</b> (University of Toledo College of Law) <i>Rhetoric versus Reality: The Rhetorical of Law and Economic Scholarship and the Reality of Judicial Opinions</i></p> <p><b>George Tian</b> (University of Technology, Sydney) <i>Cloud computing and copyright</i></p>	
11.15 - 11.30am	Morning Coffee	
11.30am - 1.00pm	<b>Sessions II</b>	
	<b>Government Innovation Policy and Industry Strategy</b>	Room 00.401
Chair:	<b>Michael Lester</b> (Long View Partners)	
Speakers:	<p><b>Hugh Durant-Whyte</b> National Information &amp; Communications Technology Australia Research Centre</p> <p><b>Alex Zelinsky</b> Chief Defence Scientist Defence Science and Technology Organisation</p> <p><b>Thomas Spurling</b> (Swinburne University) <i>The Polymer Banknote Project: lessons for the innovation system</i></p> <p><b>Rob Chalmers</b> Knowledge Commercialisation Australasia</p>	
	<b>Clusters</b>	Room 04.102
Chair:	<b>Jochen Schweitzer</b> (University of Technology Sydney)	
Speakers:	<p><b>Monica Coffano</b> (École polytechnique fédérale de Lausanne) <i>Does Centrality of Specialized Inventors foster Regional Innovation? The case of Swiss medical device sector</i></p> <p><b>Emma Francis</b> (IP Australia) <i>The Australian Mining Industry - more than just shovels and being the lucky country</i></p> <p><b>Keiichiro Suenaga</b> (Josai University) <i>The Evolutionary Process in Economic Development: The Emergence and Hierarchy of Technological Paradigms and Trajectories</i></p>	
	<b>Suitability of IP Rights</b>	Room 04.205
Chair:	<b>Alan Marco</b> (United States Patent and Trademark Office)	
Speakers:	<p><b>Christine Greenhalgh</b> (University of Oxford) <i>Have Trademarks Become Deceptive?</i></p> <p><b>Hazel Moir</b> (The Australian National University) <i>Assessing the impact of alternative patent systems on the cost of health care: Vietnam, the TPPA and HIV treatment in Vietnam</i></p> <p><b>Kelli Larson</b> (HANKEN School of Economics) <i>The proposed European Unitary Patent System and innovation: How European patent harmonization may influence non-practicing entities' patent enforcement</i></p>	
	<b>Teams and Collaboration</b>	Room 04.101
Chair:	<b>Karen Wang</b> (University of Technology, Sydney)	
Speakers:	<p><b>Jinyoung Kim</b> (Korea University) <i>Teams in R&amp;D: Evidence from Korean inventor data</i></p> <p><b>Ki-Seok Kwon</b> (Hanbat National University) <i>Collaborative research network and scientific productivity: the case of Korean academics in four fields</i></p> <p><b>Renu Agarwal</b> (University of Technology, Sydney) &amp; <b>Marc Kohler</b> (Karlsruhe Institute of Technology) <i>Open Innovation in Services and the Link to Value Creation - A Dynamic Capabilities Perspective</i></p> <p><b>Yukari Mizuno</b> (Bunri University of Hospitality) <i>Making provisions is the key to understand sequential ambidexterity</i></p>	

1.00 - 2.00pm	LUNCH	
2.00 - 3.00pm	<b>Plenary IV</b>	Room 00.401
Chair:	<b>Thomas Clarke</b> (University of Technology, Sydney)	
Speakers:	<p><b>Thomas Clarke</b> (University of Technology, Sydney) <i>Critical Perspectives on the Evolution of Innovation and Creativity.</i></p> <p><b>Joe Cheng</b> (University of New South Wales) <i>Innovation in the Asia-Pacific: Foreign R &amp; D Investment, Institutions and Entrepreneurship.</i></p>	
3.00 - 4.00pm	<b>Sessions III</b>	
	<b>Public Sector Funding for Innovation</b>	Room 00.401
Chair:	<b>Katrin Hussinger</b> (University of Luxembourg)	
Speakers:	<p><b>Jeongsik Lee</b> (Drexel University) <i>Do We Have Enough Public Funding for Scientific Research? A Natural Experiment in NIH</i></p> <p><b>Paul Jensen</b> (University of Melbourne) <i>Research Funding Mechanisms and Biomedical Research Outputs</i></p> <p><b>Megha Sachdeva</b> (University of Technology Sydney) <i>Key Success Factors: The Missing link in the Thai National Innovation System</i></p>	
	<b>User-led Innovation</b>	Room 04.205
Chair:	<b>Renu Agarwal</b> (University of Technology, Sydney)	
Speakers:	<p><b>David Waller</b> (University of Technology, Sydney) <i>A study of consumer innovation and purchase based on information from social media</i></p> <p><b>Enrico Angioni</b> (University of Cagliari) <i>The Building Block Of Customer Relationship: The Tacco Model</i></p> <p><b>Atsushi Ohyama</b> (Hokkaido University) <i>Technology Capability and Product Variety Choice</i></p>	
	<b>Innovation Systems and Technology Transfer</b>	Room 04.103/04.105
Chair:	<b>Emmanuel Josserand</b> (University of Technology, Sydney)	
Speakers:	<p><b>Yu Meng</b> (Nanyang Technological University) <i>Effective or Not: A Preliminary Evaluation of Programs Promoting Public Research Commercialization in Singapore</i></p> <p><b>Simon Dewulf</b> (AULIVE) <i>6 easy steps to innovate any product or process and tapping into the global brain: the patent database</i></p> <p><b>Yusuke Hoshino</b> (Musashino University) <i>Ownership Structure and Technology Transfer: Multiple Cases of Super Fibers</i></p>	
	<b>Innovation and Sustainability</b>	Room 04.101
Chair:	<b>Rosemary Sainty</b> (University of Technology, Sydney)	
Speakers:	<p><b>Janina Murta</b> (Institute for Sustainable Futures, University of Technology Sydney) <i>Private and social entrepreneurship in water and sanitation for the poor</i></p> <p><b>Quoc Nguyen Phan</b> (University of Engineering and Technology, Vietnam National University, Hanoi) <i>More Effective Intellectual Property Exploitation from Universities To Green Economy</i></p>	
4.00 - 4.15 pm	Afternoon Tea	

## DAY 2 - Friday 28 Nov

4.15 -5.45pm	<b>Sessions IV</b>
	<i>Government Innovation Policy</i> Room 04.205
Chair:	<b>Paul Jensen</b> (University of Melbourne)
Speakers:	<p><b>Philipp Boeing</b> (Centre for European Economic Research - ZEW) <i>The Allocation and Effect of China's Technology Subsidies</i></p> <p><b>Gaetan de Rassenfosse</b> (University of Melbourne) <i>Weak patents are quite strong</i></p> <p><b>Jo-Ann Suchard</b> (University of New South Wales) <i>Innovation in newly public firms: The influence of government grants, venture capital, and private equity</i></p>
	<i>Law, Intellectual Property and Innovation</i> Room 00.401
Chair:	<b>Michael Fraser</b> (University of Technology, Sydney)
Speakers:	<p><b>Sharon K. Sandeen</b> (Hamline University) <i>Trade Secrets in a Sea of Competing Values</i></p> <p><b>Natalie Stoianoff</b> (University of Technology, Sydney) <i>The Role of Global Patent Literature in the Diffusion of Green Technologies</i></p> <p><b>Kimberlee Weatherall</b> (University of Technology, Sydney) <i>First sack all the lawyers: on the damage a lawyerly approach is doing to international innovation policy</i></p> <p><b>Peter K. Yu</b> (Drake University) <i>The Comparative Economics of International Intellectual Property Agreements</i></p>
	<i>Firm Performance and Science</i> Room 04.102
Chair:	<b>Beth Webster</b> (University of Melbourne)
Speakers:	<p><b>Simon Wakeman</b> (New Zealand Productivity Commission) <i>The innovative performance of New Zealand firms</i></p> <p><b>Kelli Larson</b> (HANKEN School of Economics) <i>An inside view to non-practicing entities business models: a case study</i></p> <p><b>Jinhyuck Park</b> (Seoul National University) <i>Do the latecomer firms rely more on 'Recent and Scientific' knowledge than the Incumbent Firms?</i></p>
	<i>Frontier Technologies</i> Room 04.103/04.105
Chair:	<b>Kwangui Lim</b> (University of Melbourne)
Speakers:	<p><b>Jan Hohberger</b> (University of Technology Sydney) <i>Breakthrough Innovations: Existing Contributions and Future Directions</i></p> <p><b>Junichi Nishimura</b> (Gakushuin University) <i>Private and social performance of science intensive drugs: evidence from new drugs launched in Japan</i></p> <p><b>Andrew Jakubowicz</b> (University of Technology, Sydney) <i>Cultural Diversity, creativity and innovation: exploring how migration generates new synergies</i></p>
5.45 - 8.15 pm	<b>Drinks and Buffet Dinner</b>

# Saturday 29 November 2014

# Day 3

9.00 - 10.15am	<b>Sessions V</b>	
	<i>Catch-up</i>	Room 04.205
Chair:	<b>Thomas Clarke</b> (University of Technology, Sydney)	
Speakers:	<b>Albert Hu</b> (China Europe International Business School) <i>China's Patenting Surge from 2007 to 2011: more innovation or just more patents?</i>  <b>Jongho Lee</b> (Seoul National University) <i>The Analysis of Sector-Level Catching-up in China by Using US Patent Data</i>	
	<i>India</i>	Room 00.401
Chair:	<b>Christine Greenhalgh</b> (University of Oxford)	
Speakers:	<b>Sunil Kanwar</b> (Delhi School of Economics, University of Delhi) <i>The Market Valuation of Innovation: The Case of Indian Manufacturing</i>  <b>Rajul Gajendra Joshi</b> (University of Technology, Sydney) <i>Indian grassroots innovations (GIs) are spinning yarn of rural development</i>  <b>Anil K Saini</b> (Guru Gobind Singh Indraprastha University) <i>Indian Automobile Industry: Managing Technology Transfer and Absorption</i>	
	<i>The Entrepreneurial Academic</i>	Room 04.102
Chair:	<b>Keun Lee</b> (Seoul National University)	
Speakers:	<b>Sam Youl Lee</b> (Yonsei University) <i>Entrepreneurial University: A New Mission for Korean Universities</i>  <b>Hiroyuki Okamuro</b> (Hitotsubashi University) <i>Determinants of orientation towards international business expansion of academic start-ups</i>	
	<i>Innovation, Retail and Consumers</i>	Room 04.103-105
Chair:	<b>Elisabeth Mueller</b> (Frankfurt School of Finance and Management)	
Speakers:	<b>Philip J. Rosenberger III</b> (University of Newcastle) <i>Understanding the SME Shopfront Retail Innovation Development Process</i>  <b>Lars Smith</b> (University of Louisville) <i>Legal Regulation of Bitcoins and other Crypto-Currencies</i>  <b>Janghee Cho</b> (Sogang University) <i>Productivity Growth in the Retail Sector: Entry, Exit, and Reallocation</i>	
10.15-10.20am	<b>Asia Pacific Innovation Conference 2015</b>	Room 00.401
Speaker:	<b>Can Huang</b> Zhejiang University	
10.20 - 11.15am	<b>Plenary V</b>	Room 00.401
Chair:	<b>Kwanghui Lim</b> (University of Melbourne)	
Speakers:	<b>Keun Lee</b> (Seoul National University) <i>Role of Big Business in the Growth-Inequality Nexus</i>  <b>Beth Webster</b> (University of Melbourne) <i>Does innovation make (SME) firms more productive?</i>	
11.15 - 11.30am	Morning Coffee	

## DAY 3 - Saturday 29 Nov

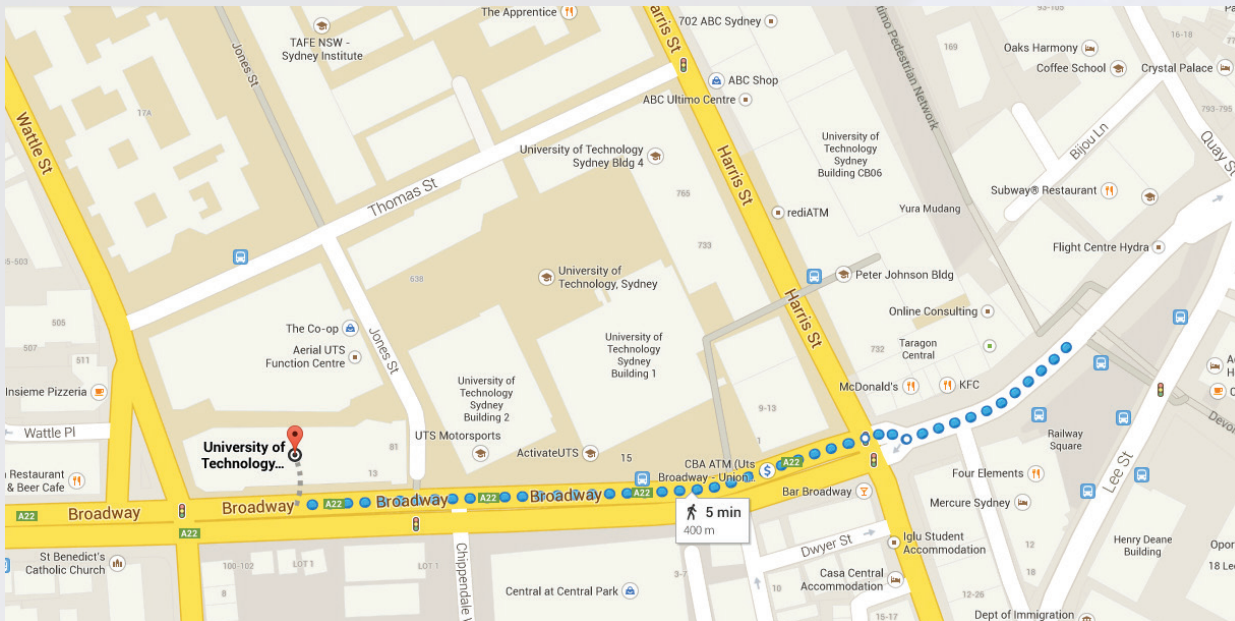
11.30am - 1.00pm	<b>Sessions VI</b>
	<i>Patent Examination Quality</i> Room 00.401
Chair:	<b>Ben Mitra-Kahn</b> (IP Australia)
Speakers:	<b>Gaetan de Rassenfosse</b> (University of Melbourne) <i>Do the major patent offices enforce the national treatment principle?</i> <b>Jun Byoung Oh</b> (Inha University, Korea) <i>Examination Workloads and Grant Decision Bias of Patent Office</i> <b>Russell Thomson</b> (University of Melbourne) <i>Falling down the inventive step</i>
	<i>Trade</i> Room 04.205
Chair:	<b>Sunil Kanwar</b> (University of Delhi)
Speakers:	<b>Ya-Pin Lyu</b> (National Taiwan University) <i>Assembly Trade and Technological Catch-up: Evidence from Electronics Firms in China</i> <b>Alfons Palangkaraya</b> (University of Melbourne) <i>Does Patent Refusal in Destination Country Exhibit Export?</i>
	<i>Leadership and Governance</i> Room 04.102
Chair:	<b>Walter Jarvis</b> (University of Technology, Sydney)
Speakers:	<b>Peter Cebon</b> (University of Melbourne) <i>Corporate governance as a knowledge creation problem: The case of Infosys</i> <b>Hiroyuki Okamuro</b> (Hitotsubashi University) <i>Governance and performance of publicly funded R&amp;D consortia</i> <b>Amitrajit Sarkar</b> (Christchurch Polytechnic Institute of Technology) <i>CEO Leadership in Crisis Situation</i> <b>Bronwen Dalton</b> (University of Technology, Sydney) <i>The social construction of business ethics in times of social and economic transition and the rise of innovative forms of shareholder activism in South Korea</i>
	<i>Patents and Knowledge</i> Room 04.103-105
Chair:	<b>Eric J. Iversen</b> (Nordic Institute for Studies in Innovation, Research and Education)
Speakers:	<b>Tetsugen Haruyama</b> (Kobe University) <i>Economic Growth, Patent Race, and the Distribution of R&amp;D Firms</i> <b>Can Huang</b> (Zhejiang University) <i>Patent Premium in Countries with Weak Intellectual Property Rights Protection</i> <b>Yasushi Hara</b> (Hitotsubashi University) <i>Scientific Network and Sources of Destructive Innovation: Twelve Case Studies of path-breaking drug invented in Japan</i>
1.00 -2.00pm	LUNCH
2.00 - 3.30pm	<b>Sessions VII</b>
	<i>Patent Disclosure</i> Room 00.401
Chair:	<b>Gaetan de Rassenfosse</b> (University of Melbourne)
Speakers:	<b>Stefano Baruffaldi</b> (EPFL-Lausanne) <i>Patent disclosure and the diffusion of knowledge</i> <b>Yoshimi Okada</b> (Hitotsubashi University) <i>Effect of early patent disclosure on knowledge dissemination: Evidence from the impact of introducing Pre-Grant Publication System in the United States</i>



(2.00 - 3.30pm)	<b>IP Statistics</b>	Room 04.205
Chair:	<b>Simon Wakeman</b> (New Zealand Productivity Commission)	
Speakers:	<p><b>Makoto Nirei</b> (Hitotsubashi University) <i>Structural Linkage between Academic Fields and Industrial Classification: Analysis of Non-Patent Citations</i></p> <p><b>Tetsuo Wada</b> (Gakushuin University) <i>Quality comparison of International Search Reports (ISRs) by selectable International Search Authorities (ISAs) under the Patent Cooperation Treaty (PCT) system</i></p> <p><b>Alan Marco</b> (US Patent and Trademark Office) <i>Public PAIR Data Release: Transaction Histories</i></p>	
	<b>Design Rights</b>	Room 04.102
Chair:	<b>Peter Yu</b> (Drake University)	
Speakers:	<p><b>Kwanghui Lim</b> (University of Melbourne) <i>How and why firms use designs? Insights from interviews with market participants in Australia</i></p> <p><b>Peter King</b> (CSIRO) <i>Capturing value in science and technology through design-led innovation</i></p> <p><b>Ivada Ariyani</b> (Indonesia Institute of The Arts) <i>Design Thinking Towards Coffee Cluster Innovation</i></p>	
	<b>Translation from Universities</b>	Room 04.103-105
Chair:	<b>Russell Thomson</b> (University of Melbourne)	
Speakers:	<p><b>Kenta Ikeuchi</b> (National Institute of Science and Technology Policy) <i>The Productivity Effects of Industry-University Collaboration Evidence from Plant Level Data in Japan</i></p> <p><b>Paula Schliessler</b> (ZEW Mannheim) <i>University Patenting without Professor's Privilege</i></p> <p><b>Christy Chiang</b> (National Taipei University of Technology) <i>The Impact of Technology Transfer Offices towards Technology Transfer Performances in Campus</i></p>	
3.30 - 3.45pm	Afternoon tea	
3.45 - 4.15pm	<b>Plenary VI</b>	Room 00.401
Chair:	<b>Thomas Clarke</b> (University of Technology, Sydney)	
Speaker:	<b>Christos Pitelis</b> (University of Bath) <i>Dynamic Capabilities and Innovation</i>	
4.15 - 4.30pm	<b>Close of Conference</b>	
4.30 - 5.30pm	<b>Drinks and Canapés</b>	

## Getting There

The conference venue is located on Broadway. From Central Station, it takes about five minutes to reach the building on foot. The Faculty of Engineering and IT building is easily recognisable due to its iconic façade. The building has three entrances, including an entrance right in front of the main lecture theatre.



Map - Walking directions to UTS venue from Central Station

## Registration

Conference registration will take place in front of the main lecture theatre. Upon registering, you will receive your name badge, lanyard and program booklet, as well as login details that can be used to access the wireless network.

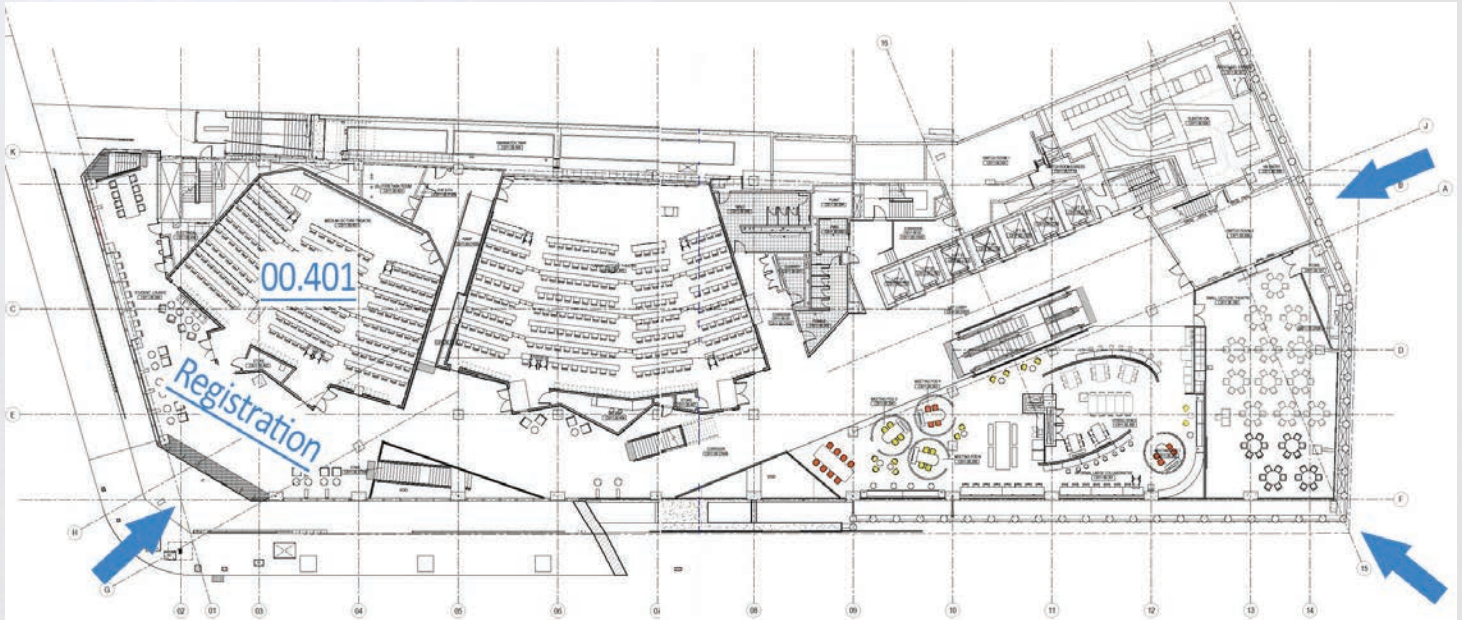


APIC 2014 Venue - The Faculty of Engineering and IT Building

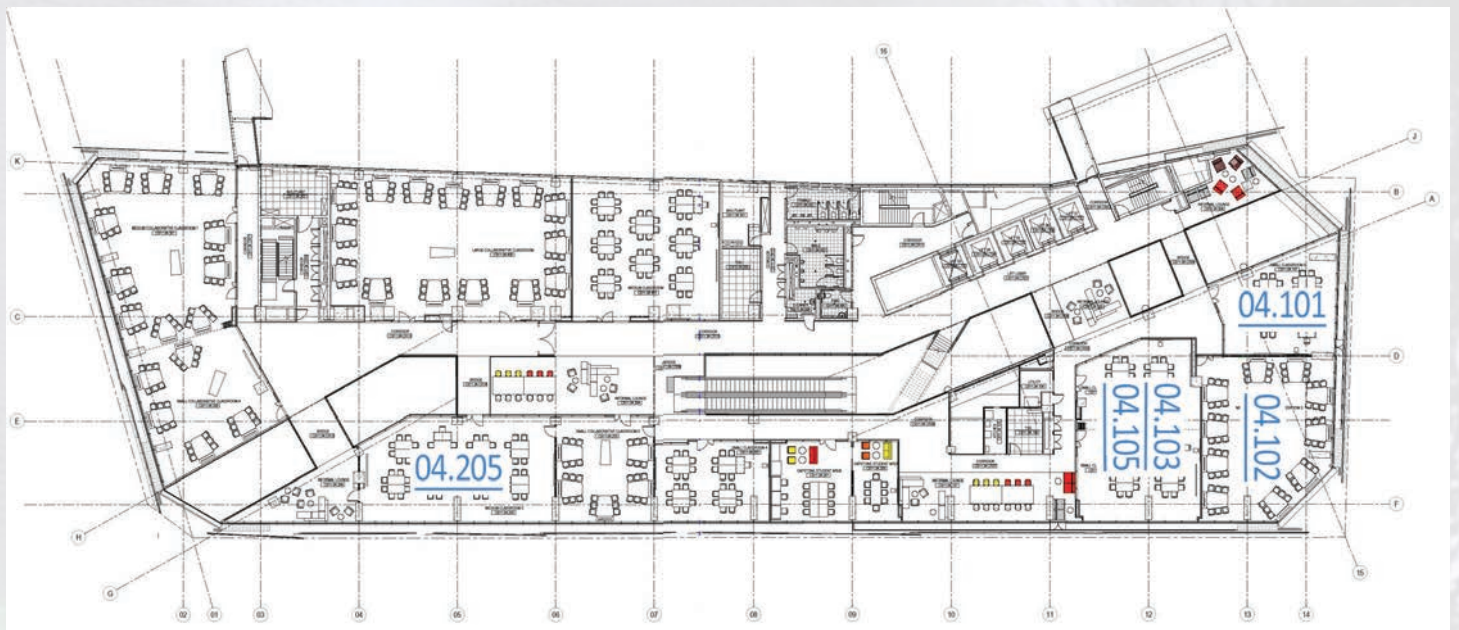


## Conference

Plenary sessions will be held in the main lecture theatre on the ground floor (00.401). Parallel sessions will be held in the main lecture theatre as well as in listed theatres on the fourth floor. There are both lifts and escalators in the building. Lunch, the buffet dinner, and drinks and canapés will be available on the first floor, immediately above the main lecture theatre. Stairs outside the main lecture theatre lead to the first floor catering area.



**Ground Floor** - The Faculty of Engineering and IT Building

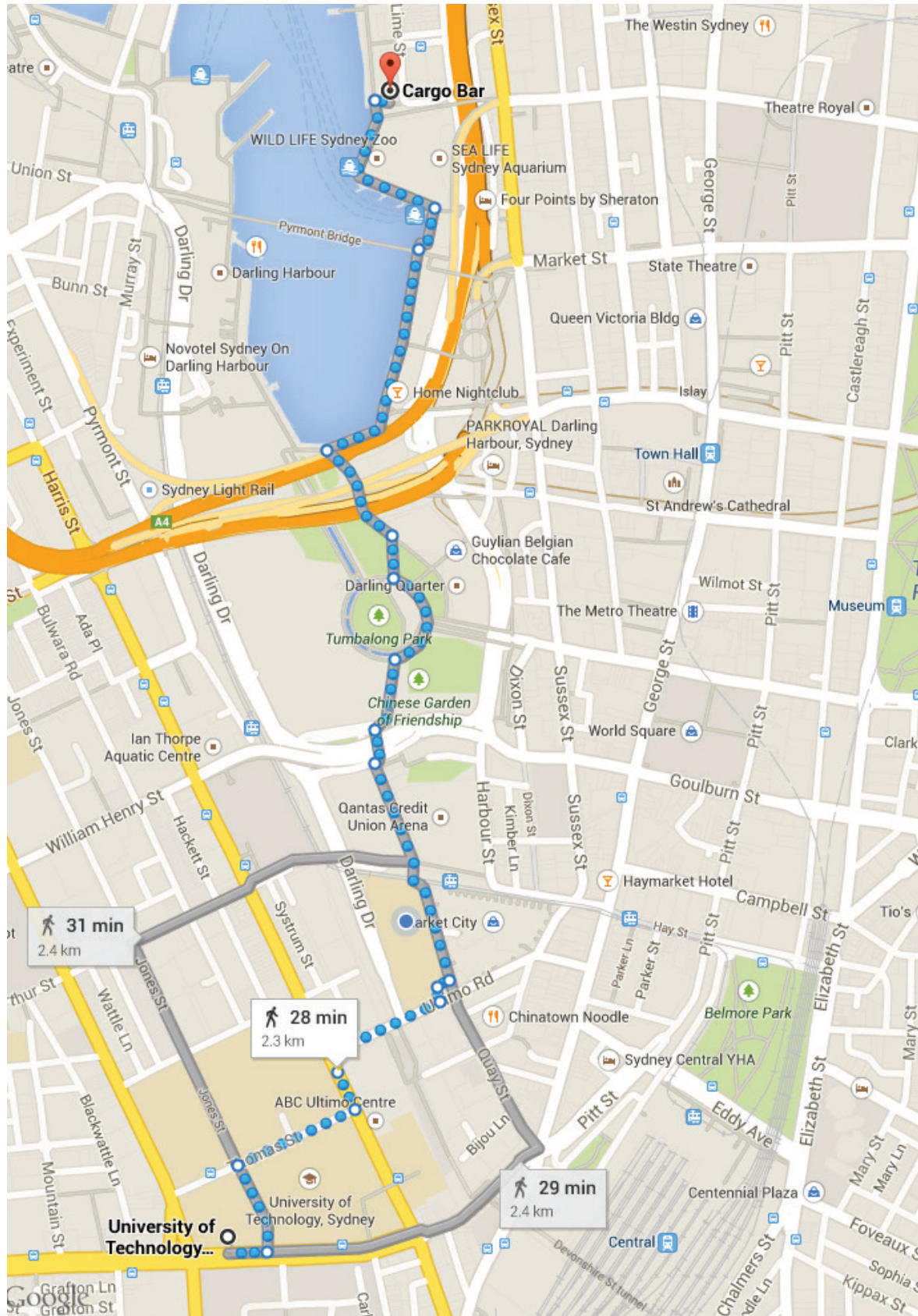


**Fourth Floor** - The Faculty of Engineering and IT Building



## Harbour Cruise

We will leave on foot for the harbour cruise on Thursday evening. This journey will take approximately 30 minutes, will include a look at the new UTS Business School building designed by Frank Gehry and will proceed through to Darling Harbour. Should you wish to make your own way to the harbour cruise, please plan your arrival at the Cargo Bar in Darling Harbour for 6.30pm.



Map - Walking directions to Harbour Cruise departure point from UTS