



## RNI Forum Innovation IX & Summer school

<http://rni-napoli2019.uniparthenope.it/>

University of Naples Parthenope, Italy

### Provisional Programme (Draft)

#### Wednesday 17th July 2019

Location: Palazzo Pacanowski, Via Generale Parisi 13

14:30	Ph.D. Colloquium	Participants: Michele Simoni (Univ. Parthenope),
18:00	Happy Hour	

#### Thursday 18th July 2019

Location: Villa Doria d'Angri, Via Petrarca 80

8:30	Registration	
9:15	Plenary session "Institutional Opening and Welcome"	Participants: Prof. Alberto Carotenuto (Rector Parthenope), Prof. Claudio Porzio (DISAQ Director), Prof. Francesco Schiavone (Chairman), Prof. Blandine Laperche (RNI President).
10:15	Keynote speech "Family Business in Healthcare"	Prof. Alfredo De Massis (University of Bolzano)
11:00	Parallel sessions	See below
13:00	Light lunch	
14:00	Parallel sessions	See below
15:40	Round table "New Trends of Innovation for Healthcare"	Participants: Daniele Archibugi (CNR Rome – Univ. Of London), Fabrizio Conicella (Bioindustry Park), Corinne Grenier (Kedge Business School) and Sylvaine Castellano (Paris School of Business). Chaired by Liliana Mitkova (Univ. of Evry and RNI) and Blandine Laperche (ULCO and RNI)
20:30	Gala Dinner	Location to be defined



## Friday 19th July 2019

*Location: Villa Doria d'Angri, Via Petrarca 80*

9:15	<i>Plenary session</i> "Healthcare innovation in Campania"	Prof. Francesco Schiavone (Chairman), Alfonso Longobardi (Regional Council), Prof. Andrea Soricelli (DISMEB Director).
9:45	<i>Round Table</i> "How to induce research and innovation for health and well-being?"	Anne Jouvenceau (Genopole Deputy Director), Gaetano Cafiero (Kelyon), French Start-up (TBC), Campania BIOSCIENCE, Guido Bourelly (Bourelly HS), Eurasanté (TBC). Chaired by Francesco Schiavone and Dimitri Uzunidis (ULCO and RNI)
11:00	<i>Parallel sessions &amp; and thematic sessions</i>	See below
13:00	<i>Light lunch</i>	
14:00	<i>Keynote speech</i> "Economics of Innovation in Healthcare"	Prof. Giovanni Dosi (Scuola Superiore Sant'Anna di Pisa)
15:15	<i>Closing of the conference</i>	

## Saturday 20th July 2019

*Optional leisure activities for the conference attendants will be communicated soon.*



## Parallel Sessions (Draft)

**Thursday 18th July 2019 (H. 11:00 – 13:00)**

### **Track 1 – Futures of Healthcare**

1	Blandine Laperche, Sophie Boutillier and Sophie Fourmentin	Food Additives and the future of health: an analysis of the controversy
2	Marek Ćwiklicki, Norber Laurisz and Michał Żabiński	The Scope Of Co-Creation In Health 4.0
3	Luigi Aldieri, Bruna Bruno, Luigi Senatore and Concetto Paolo Vinci	The Role of Knowledge Spillovers in Innovation Process For Pharmaceuticals Industry within the Triad
4	Gokcen Arkali Olcay, Melih Bulu and Cetin Kaya Koc	Artificial Intelligence and the Future of Medical Education
5	Amina Pereno and Daniel Eriksson	The Future Of Sustainable Healthcare. Cross-Sectoral Strategies Towards The Sustainability Of Health Systems

### **Track 2 – Sustaining Networks for sustaining innovation**

1	Ahmed Dammak and Bertrand Pauget	Internet of things and its impact on the management of retirement houses
2	Céline Merlin-Brogniart	An integrative innovation network: the MAIA method
3	Karl Dalex	Explorative study on the association between collaborations and business model changes in a French HealthTech start-up.
4	Marek Ćwiklicki, Rossella Canestrino and Pierpaolo Magliocca	Explanatory Model Of Health Innovation Ecosystem
5	Sofia Patsali and Patrick Llerena	Medical innovation and university-suppliers' relationships: a field-study

### **Track 3 – Innovation management in Healthcare**

1	Zohoré Olivier Koudou, Nadia Houdrouge, Djessouhoun Samuel Elisée Zoukouehi and Madinatou Sandrine Adebayo	Innovation in health care funding for Universal health coverage in Côte d'Ivoire: role of income tax revenues
2	Quentin Oget	Are Technological Innovations the solution to the Ageing Issues? A Critical Analysis between Rhetoric Arguments and the Reality of the French Silver Economy
3	Jacek Klich and Marek Ćwiklicki	The Adaptive Capacity of Healthcare Systems to the Fourth Industrial Revolution



4	Blandine Laperche, Sophie Boutillier and Sana El Ouar Mrizak	The adaptation of pharmaceutical companies' knowledge capital to the challenge of population ageing. The case of Sanofi
5	Kazue Haga	Gaining older people's acceptance of new health technology in rural regions: challenges and a proposed approach

### Thursday 18th July 2019 (H. 14:00 – 15:40)

#### Track 1 – Futures of Healthcare

1	Ciro Troise, Diego Matricano and Mario Sorrentino	New frontiers for healthcare: equity crowdfunding as a new tool for healthcare projects
2	Nicola Cucari, Francesco Schiavone and Ilaria Tutore	Patient innovation in digital domain: the peculiarities of digital user entrepreneurship in health care.
3	Francesco Calza, Marco Ferretti, Eva Panetti and Adele Parmentola	Moving Drug Discoveries beyond the Valley of Death: the role of Innovation Ecosystems.
4	Didier Lebert and Francois-Xavier Meunier	The diffusion of biomedical engineering technologies: evidence from patent data

#### Track 2 – Sustaining Networks for sustaining innovation

1	Sana Elouaer-Mrizak	The structure of regional ecosystem and health research in Tunisia: A case study
2	Matthieu Sibé, Sandrine Cueille and Tamara Roberts	Variety and performance of innovative organizational structures in healthcare: the emergence of territorial support platforms
3	Daniele Leone, Eva Panetti, Andrea Caporuscio and Maria Cristina Pietronudo	The role of Market Access in complex systems. Evidence from the Healthcare Industry in Italy
4	Igor Giusti, Frédéric Kletz, Jean-Claude Sardas, Xavier Pieri and Marie-Hélène Pietri-Zani	Transforming French health system by local innovation: how to ensure the replicability of an innovative project?

#### Track 3 – Innovation management in Healthcare

1	Rob Dekkers and Eduardo Gomes Salgado	Postulating the Law of Continuous Innovation Effort
2	Zaghmouri Noura	Management Innovations, Local Management And Health Organisations
3	Benjamin Serra	Servitization of business models in Healthcare Industries: melting the iceberg of frozen capital to enhance value for patients
4	Rob Dekkers, Raluca Bunduchi, Nola Hewitt-Dundas, Kristina Risom	Developing an Instrument for Gauging Companies on the Myopic-Dynamic Dichotomy for National



<p>Jespersen, Dylan Jones-Evans, L. J. Lekkerkerk, Gary Lynn, Laure Morel, Kentaro Nobeoka, Peiran Su and Rajnish Tiwari</p>	<p>Innovation Systems</p>
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## Friday 19th July 2019 (H. 11:00 – 13:00)

### Track 4 – Marketing of Innovations for Wellbeing

1	Marianna Koukou, Rob Dekkers and Vincent Boly	Customer Involvement during New Product Development: A French Case Study
2	Luisa Varriale, Paola Briganti and Stefania Mele	Accessible And Used In Practice Website For Patient's Wellbeing: Evidence From Italy
3	Chiara Cannavale and Lorenza Claudio	Reverse Innovation from India: a case study analysis
4	Sylvaine Castellano, Insaf Khelladi, Rossella Sorio and David Kalisz	Hybrid products and categorical ambiguity. Perception of social robots in the e-health context
5	Stefania Mele, Pasqualina Malafronte and Daniele Leone	The Effect Of Telemedicine On Patient's Wellbeing: A Systematic Review
6	Annarita Sorrentino and Myriam Caratù	To stay or to go? How on-line and in-store consumption experiences affect consumer well-being

### Track 5 – Artificial Intelligence in Health and WellBeing

1	Patricia Baudier, Chantal Ammi and Galina Kondrateva	The Acceptability of Telemedicine Cabin by students
2	Gabriele De Luca	Monitoring health concerns with Google trends: How to retrieve and analyse data on health interests deriving from users' internet searches.
3	Marcos Lima	Perceptions of Telemedicine in Brazil: A Case of Active Innovation Resistance?
4	Francesco Schiavone, Daniele Leone, Francesco Paolo Appio and Luca Dezi	Managing value co-creation in health services: the support of artificial intelligence
5	Marialaura Rea	Digital economy: the role of Antitrust in monitoring of big data
6	Chiara Cannavale, Anna Esemplio, Marco Ferretti and Francesco Schiavone	Vertical Alliances and AI-based services in the Health Care, Biotechnological and Pharmaceutical industries. A bibliometric analysis

### Track 6 – Marketing and innovation trends in health and wellbeing

1	Valérie Revest	Prizes, platforms and innovation policy: opportunities for health
2	Bettina Kriegl, Herbert Woratschek	Service Innovation in Medical Rehabilitation: Breaking,



	and Andrea Raab	Making, and Maintaining the Rules of the Game
3	Myriam Caratù, Annarita Sorrentino and Giancarlo Scozzese	Can social neuromarketing be useful to public policy and instill healthy behaviors?
4	Marie Haikel-Elsabeh and Patricia Baudier	Millennium and veganism: The influence of social media
5	Cina Motamed and Josky Aizan	Recent Advances and Research in Smart Homes for Elderly Healthcare, two examples of monitoring systems
6	Jean Marc Touzard	Diversity in and between food systems: key factor for sustainable and healthy food.