

JAPANESE-GERMAN CENTER BERLIN [JDZB]

Saargemünder Str. 2, D-14195 Berlin
in cooperation with

**JOHANN WOLFGANG GOETHE UNIVERSITY FRANKFURT and
PHILIPPS UNIVERSITY MARBURG**

TENTATIVE PROGRAM

for the international workshop
**Path Dependency and Path Plasticity:
Innovation Processes in the Software Sector**

on Monday, January 28, 2008
at the JDZB

AZ: P1179@pg-tn as of 22-01-2008 wo

8.45 h *Registration*

9.00 h **Welcome Addresses**
SATO Hiromi (JDZB)
Cornelia STORZ (Frankfurt University)/ Simone STRAMBACH (University of Marburg)

9.30 h **Institutions, Innovation and Software Development**

The concept of sectoral innovation systems: Is there a "software" system and how is it related to national innovation systems?

Franco MALERBA / Salvatore TORRISI (CESPRI, Università Bocconi, Italy)

The software industry and the interdependence of regional and national innovation systems: A knowledge base approach

Björn ASHEIM (University of Lund, Sweden)

Innovation for global markets despite idiosyncratic home-country institutional patterns: Path dependency and the case of SAP

Mark LEHRER (Suffolk University Boston, USA)

11.00 h *Coffee break*

11.30 h **The Status of the Industries: The German and Japanese Competitiveness in the Software Sector**

Market for Japanese Games

SUZUKI Toshio (Digital Content Association of Japan)

The German software industry – a European leader between institutional constraints and entrepreneurial creativity

Fabian BAHR (BITKOM, Germany)

12.30 h *Lunch*

- 14.00 h **Production architectures and networks in the software sector**
- The 'social fix' of internationalisation and informatisation in the development of IT-services**
Kira MARRS (ISF Munich)
- Industrial organisation, production architecture and modularization**
Noriyuki YANAGAWA (University of Tokyo)
- Beyond Wintelism - vertical integration and modular chip design in the game console industry**
Boy LÜTHJE/ Peter PAWLICKI (University of Frankfurt)
- 15.30 h *Coffee Break*
- 16.00 h **Entrepreneurship and Innovation Management in the Software Sector**
- Innovation and Entrepreneurship in the Japanese Digital Games Industries**
Akira BABA (University of Tokyo)
- Entrepreneurship in the Software Industry – The Role of Institutions**
Michael FRITSCH / Sebastian von ENGELHARDT (Friedrich Schiller University Jena)
- User involvement in the innovation process of the video game industry**
Hiro IZUSHI (Aston Business School, UK)/ Yuko AOYAMA (Clark University, USA)
- 17.30 h **Closing remarks, feedback and research perspectives**
Cornelia STORZ (Frankfurt University)/ Simone STRAMBACH (University of Marburg)