

Cultural Entrepreneurship Conference, CEC
Pori, Finland
December 10-11



CONFERENCE PROGRAM

Monday December 10, 2012

Place: Kulttuuritehdas Kehräämö, Pumpulikatu

8.30 REGISTRATION AND COFFEE

9.00 **Opening words**
Aino-Maija Luukkonen, Mayor, The City of Pori

9.15 **KEYNOTE**
Hobbies as inspiration and exercise forum for entrepreneurship
Seppo Aho, Professor, Ph.D. University of Lapland

10.15 BREAK

10.30 **KEYNOTE**
Creative disciplines education; a model for teaching entrepreneurship and the paradox of teaching 'creatives' entrepreneurship
Charlotte Carey, Senior Lecturer in Creative Industries Marketing, Birmingham City Business School

11.30 LUNCH (self-paid)

12.30 **Producer as an enabler of creative networks**
Practical case: Nina Luostarinen, Producer, M.A. & Timo Parkkola, RDI Manager, M.A HUMAK University of Applied Sciences

13.00 **TRACK 1: ECONOMIC DYNAMIC**
Chair: Frank Go, Rotterdam School of Management, Erasmus University Rotterdam

Mass tailoring of visual fine arts: a business model based on a service network
Tuomas Pohjola, Turku School of Economics at the University of Turku

The relevance of cultural production - Pori Jazz - in boosting place brand equity
Arja Lemmetyinen, Turku School of Economics at the University of Turku, Frank Go, Rotterdam School of Management, Erasmus University Rotterdam & Mervi Luonila, Turku School of Economics at the University of Turku, Pori Unit

14.00 COFFEE



14.30 **TRACK 2: SOCIO-CULTURAL DYNAMIC,
PARALLEL TRACKS 2A AND 2B**

TRACK 2A Place: auditorium 240 (2nd floor), University Consortium of Pori
Chair: Lise Lyck, Copenhagen Business School

The contextual approach to enterprise learning in basic education and vocational education: the critical success factors at different school levels

Lenita Hietanen, University of Lapland & Taina Järvi, Lapland Vocational College

Design thinking as a means of developing joined business environment by entrepreneurs of two different fields

Tarja Toikka, Aalto University

Developing entrepreneurial opportunities through networking – Case Satakunta cultural tourism business network

Lenita Nieminen, Turku School of Economics at the University of Turku & Arja Lemmetyinen, Turku School of Economics at the University of Turku

Cultural heritage and entrepreneurship – a source of inspiration for community entrepreneurship and social innovation in rural area

Kärt Summatavet, Estonian Academy of Arts & Mervi Raudsaar, University of Tartu

TRACK 2B Place: Kulttuuritehdas Kehräämö
Chair: Ulla Hakala, Turku School of Economics at the University of Turku

Brand identity in the context of higher education

Kati Suomi, Turku School of Economics at the University of Turku, Pori Unit, Arja Lemmetyinen, Turku School of Economics at the University of Turku, Pori Uni & Frank Go, Rotterdam School of Management, Erasmus University Rotterdam

From unbounded ideas to innovations on markets where customer rules – Introduction to idea based main elementary innovation model

Kari Salo, Seinäjoki University of Applied Sciences

How do teacher students understand entrepreneurship education?

Jaana Lepistö, Rauma Unit, University of Turku Department of Teacher Education & Marja-Leena Rönkkö, Rauma Unit, University of Turku Department of Teacher Education

Informal entrepreneurship activities within reenactment movement

Valery Gordin, National Research University Higher School of Economics in Saint Petersburg & Mariya Dedova, National Research University Higher School of Economics in Saint Petersburg

16.30 **Breaching the tourist bubble; A socio-spatial dialectic perspective on event tourism**

Place: Kulttuuritehdas Kehräämö
Frank Go, Rotterdam School of Management, Erasmus University Rotterdam & Egbert van der Zee, Rotterdam School of Management, Erasmus University

17.00 **Conclusion**

Place: Kulttuuritehdas Kehräämö
Ulla Hytti, Professor, Turku School of Economics at the University of Turku, Pori Unit



Tuesday December 11, 2012

Place: Kulttuuritehdas Kehräämö

8.30 COFFEE

9.00 **KEYNOTE**

Understanding consumer images in branding activities

Anne Rindell, Ph.D, BA, Post-doctoral Researcher, Hanken School of Economics, Adjunct Professor at Turku School of Economics at the University of Turku

10.00 **TRACK 1: ECONOMIC DYNAMIC**

Chair: Frank Go, Rotterdam School of Management, Erasmus University Rotterdam

Value creation through co-creating organizational identity

Jennie Elfving, CENTRIA research and development

The role of gastronomic brands in promotion of tourist destination

Valery Gordin, National Research University "Higher School of Economics" Laboratory of Economics of Culture & Julia Trabskaya, National Research University "Higher School of Economics" Laboratory of Economics of Culture

Entrepreneurship orientation towards business performance of small and medium scale enterprises: Reference to Hambanthota District, Sri Lanka

Buddhika Niranjan Gamage, University of Kelaniya, Sri Lanka & Namal Balasooriya, University of Kelaniya, Sri Lanka

11.30 LUNCH (self-paid)

12.30 **TRACK 2: SOCIO-CULTURAL DYNAMIC**

Chair: Ulla Hakala, Turku School of Economics at the University of Turku

The role of artists in place branding: case study

Tuula Mittilä, Turku School of Economics at the University of Turku & Tanja Lepistö, Turku School of Economics at the University of Turku

Cost-benefit analysis of female migrant workers in Middle East: A case of Sri Lanka

Buddhika Niranjan Gamage, University of Kelaniya, Sri Lanka & Namal Balasooriya, University of Kelaniya, Sri Lanka

13.30 BREAK

13.45 **TRACK 3: POLITICAL DYNAMIC**

Chair: Ulla Hytti, Turku School of Economics at the University of Turku, Pori Unit

Creative district? The relevance of creative economy for the region - Case Old brewery area in Pori

Mervi Luonila, Turku School of Economics at the University of Turku & Tapio Häyhtiö, Turku School of Economics at the University of Turku

The multiple roles of curators in the production of contemporary art

Sari Karttunen, The Finnish Foundation for Cultural Policy Research (Cupore)

Indo-Sri Lanka maritime security strategy and policy implications for the Indian Ocean

Sandya N. Gunasekara, University of Kelaniya, Sri Lanka



Turun yliopisto
University of Turku

15.15 BREAK

15.30 **KEYNOTE**

Place brands and their cultural heritage

Robert Govers, Adjunct Associate Professor at University of Leuven and Co-editor at Journal of Place Branding

16.30 **Conclusion**

Frank Go, Professor of Tourism Management, Rotterdam School of Management (RSM), Erasmus University Rotterdam

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