

OFFSHORING INTANGIBLES OF

The workshop brings together **academics** and **practitioners** to discuss strategic and organizational issues related to offshoring of intangibles

Offshoring has been confined to the migration of manufacturing tasks as well as other tasks (e.g. back office and customer service) to low-cost countries such as India, Romania, and China. Recently, Western firms have extended this practice to more complex, knowledge-intensive activities and services (e.g. software development, product design, tele-radiology, diagnoses, clinical trials) delivered by skilled professionals. This shift entailed a redefinition of offshoring strategies in terms of (a) coordination mechanisms, (b) design of offshorer and offshore organizational units, and (c) intellectual property right issues. The aim of the workshop is to bring together academics and practitioners to highlight organizational and strategic issues related to the offshoring of intangibles.

The workshop is organized within the PRIN research project 'Offshoring of Intangibles' carried out by the research teams based at University of Bologna and University G. d'Annunzio of Chieti and Pescara and funded by the Italian Minister of Research and University (MIUR). The workshop is generously funded by the EU DIME network of excellence and hosted by Alma Graduate School.

Scientific Committee:

Stefano Brusoni, *Bocconi University*
Rosa Grimaldi, *University of Bologna*
Andrea Prencipe, *University "G. d'Annunzio" of Chieti and Pescara*

Schedule

MORNING SESSION 10.00 - 13.00

WELCOME

- 10.00-10.15 Gianni Lorenzoni, University of Bologna
10.15-10.30 Andrea Prencipe, University "G. d'Annunzio" of Chieti and Pescara

PRESENTATIONS

- 10.30-11.00 Mari Sako, Oxford Said Business School, UK
"Is There Anything New in the Current Phase of Offshoring?"
- 11.00-11.30 Steve Flowers, University of Brighton, UK
"Offshoring in Financial Services: Seeking Value in the Global Service Market"
- 11.30-12.00 Discussant: Peter Smith Ring, Loyola Marymont University, Los Angeles, USA
- 12.00-13.00 Floor discussion
Chair: Stefano Brusoni, Bocconi University
- 13.00-14.30 LUNCH

AFTERNOON SESSION 14.30 - 16.30

- 14.30-16.15: Practitioners' roundtable: **"Where are we and where do we go from here? Offshoring experiences of Italian Companies"**
Chair: Romeo Orlandi, Osservatorio Asia
Tiziana Bernardi, UPA (UniCredit Produzioni Accentrate)
Massimo Signani, Think 3
Luigi Della Bora, Thera
- 16.15-16.30 Wrap-up
Rosa Grimaldi, University of Bologna
Maria Rita Tagliaventi, University of Bologna

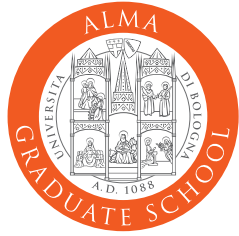
Workshop organizers:

Federica Angeli, *University of Bologna*
Elisa Mattarelli, *University of Modena and Reggio Emilia*
Rosana Reis, *University of Bologna*
Maria Rita Tagliaventi, *University of Bologna*

To confirm your participation, please e-mail
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by January 25th 2007

Participation is capped to 90 people

Sponsors



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Offshoring of Intangibles

Refers to the delocalization of business processes and services (such as back office activities, design, diagnoses, research, clinical trials) to newly industrialized or developing countries.



University of Bologna



University "G. d'Annunzio"
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INFO

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WORKSHOP

2nd February 2007
Alma Graduate School
Villa Guastavillani
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40136 Bologna