## Knowledge Management: Research, Organization, and Applied Innovation

### Detailed program

#### Wednesday – June 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>14.00 – 19.00</td>
<td><strong>REGISTRATION</strong></td>
<td>Lungarno Sidney Sonnino, 19, 56125 Pisa PI, Italy</td>
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<tr>
<td>15.00 – 16.30</td>
<td>WORKSHOP – “Communicating knowledge: Can you shoot it?”</td>
<td>Room: Aula C</td>
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<td>16.30 – 17.00</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>17.00 – 17.45</td>
<td>INDUSTRY PANEL – “Motorsport Industries to Generate Applied Innovation”</td>
<td>Room: Aula A (Auditorium)</td>
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<tr>
<td>18.00 – 20.00</td>
<td>RECESSION (Cocktail Party &amp; Hors d’Oeuvres)</td>
<td>Basement - Garden at Polo Le Benedettine</td>
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#### Thursday – June 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>08.00 – 16.30</td>
<td><strong>REGISTRATION</strong></td>
<td>Via Giacomo Matteotti, 11, 56124 Pisa PI, Italy</td>
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<tr>
<td>08.30 – 09.00</td>
<td><strong>CONFERENCE OPENING</strong></td>
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<td>09.00 – 10.00</td>
<td>MORNING KEYNOTE – “Knowledge Management, Intellectual Capital, and their Impact on Organizational Performance: Results from an International Benchmarking Study”</td>
<td>Room: Auditorium</td>
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<td>10.00 – 10.30</td>
<td><strong>COFFEE BREAK</strong></td>
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<tr>
<td>10.30 – 12.00</td>
<td><strong>PAPER SESSIONS A</strong></td>
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### A1 - PROSUMERS, CONSUMERS, AND KNOWLEDGE SHARING
- Prosumers knowledge sharing to develop and manage products
  / Ewa Ziembba, Monika Eisenbarth, Rosin Mullins, Danusz Grabara
- Whom are we buying from?
  / Sellers’ impression management in a C2C creative marketplace
  / Lina Powntney, Daphne Raban
- An Investigation of Knowledge Brokering during Service Encounters
  / Nayel Al Hawamdeh, Raymond Hackney

### A2 - CYBERSECURITY AT THE WORKPLACE
- Modelling knowledge security: Knowledge security as a knowledge management problem
  / Christopher Shear, Bruce Watson, Martin Van der Walt
- Workplace satisfaction: A vital variable for the mitigation of malicious insider cyber threats
  / Karla Clarke, Yair Levy, Laure Drinkus, Shordna Brown
- Cybersecurity workforce technical skills versus soft skills
  / Angel Huet, Michelle Ramim, Yair Levy

### A3 - TEACHING AND LEARNING IN A DIGITAL WORLD
- Teaching creative computing for developing computational thinking in elementary and secondary schools: Comparing instructivist and constructivist strategies of code and robotics’ teachers
  / Ina Blau, Tamir Shamir-Inbal, Avital Kesler
- The consequences of the use of online sources of information and mobile devices in university classes
  / Przemyslaw Polak
- A welcomed reversal in computer science enrollments – Analysis of contributing factors and recommendations to sustain the growth
  / Azad Ali, David Smith

### A4 - USER AND USABILITY ASPECTS OF KM
- To err is human - What can be learned from errors?
  / Common errors among novices while modeling business processes
  / Diza Beimel, Arava Tsoury, Shafiy Bar Lev
- Amelioration of the bibliographical records as a case for knowledge acquisition
  / Aleksander Wassilew, Monika Komuda
- Some design aspects of a cognitive user interface
  / Markus Huber, Werner Meyer, Matthias Wolff, Oliver Jokisch, Kati Nowack
Friday – June 22
University of Pisa’s Polo Didattico delle Piagge
Via Giacomo Matteotti, 11, 56124 Pisa, Italy.

12.00 - 13.30 LUNCH
Room: Polo Piaggio

13.30 – 15.00 PAPER SESSIONS B

B1 - MANAGING CYBERSECURITY
Session chair: Ruti Gafni
Room: Auditorium

Buyer’s remorse of cyber security
Neal Kushwaha, Bruce Watson
Exploring the effects of expertise and guidelines on small and medium enterprises (SMEs) cybersecurity
Noowaf Alsabae, Nathan White
Security policy and data protection awareness of mobile devices in relation to employees’ trusting beliefs
Alex Koohang, Kevin Floyd, Neil Rigole, Joanna Faliszewska

B2 - KM BEYOND ORGANIZATIONAL BORDERS
Session chair: Michela Ramim
Room: PIA F2

Quality in public administration: A causal configuration analysis
Claudia Melati, Raquel Janissek-Muniz, Carla Curado
Open government, the case of Polish public sector
Jędrzej Węczorkowski, Ilona Paweloszek
Antecedents of performance, learning and innovation in exporting operations: A conceptual framework
Joanna Santiago

B3 - EFFECTIVE ORGANIZATIONAL SYSTEMS
Session chair: Christiana Maassdorp
Room: PIA G2

Benefits and areas of ICT use by Polish small and medium enterprises
Celina Solek-Borowska
Developing an evaluation framework for knowledge management systems in SMEs
Andrew Bratton, Avril Thomson
Improving success with information technology using an organizational epistemology
Chris Powell

B4 - HIGHER EDUCATION POLICY, KM, AND LIFELONG LEARNING
Session chair: Chiara Bartolacci
Room: PIA J2

Knowledge management in the academic environment in Poland – selected issues
Malgorzata Ceciora
Differences in salaries and employment security between tertiary education graduates and their determinants – Evidence from Poland
Michał Pietrzak, Piotr Pietrzak
Lifelong learning skills for survival in the gig economy
Nitza Geri

15.00 - 15.30 COFFEE BREAK
(with fruits)

15.30 - 16.00 PAPER SESSIONS C

C1 - TECHNOLOGY AND DIVERSITY
Session chair: Ina Blau
Room: Auditorium

Women in technology: Challenges and call for action
Michelle Ramim

C2 - EVALUATING AND SOURCING KNOWLEDGE
Session chair: Michal Pietrzak
Room: PIA F2

The influence of information production on value creation
Yonit Rusho, Daphne Raban

C3 - EFFECTIVE ORGANIZATIONAL SYSTEMS (CONT.)
Session chair: Yair Levy
Room: PIA G2

Assessing the effectiveness of IPTEACES e-learning framework in higher education: Fundação Dom Cabral - a Brazilian perspective
Nuno Pena, Paula Simões, Lília Mascarenhas, Flávia Alvim

16.00 - 17.00 AFTERNOON KEYNOTE – “The Digitization of Industry: An Inter-Disciplinary Approach and Critical Review of Research and Media”
Prof. Dara Schneiderjan (University of Rhode Island, USA)
Session chair: Nitza Geri
Room: Auditorium

18.30 - 22.00 DINNER (with music)
Stazione Leopolda, Piazza Federico Domenico Guerrazzi, 56125 Pisa, Italy
Walking distance (~15min - 1.4km or 0.87 mi) from Residence Le Benedettine – University of Pisa (Guesthouse)

Friday – June 22
Knowledge Management (KM) Conference 2018

12.00 - 13.30  LUNCH
/ Room: Polo Piagge

13.30 - 15.00  PAPER SESSIONS E

E1 - KNOWLEDGE CREATION, DISCOVERY, AND SHARING MECHANISMS
/ Session chair: José Luís Guerrero-Cusumano
/ Room: Auditorium
Evaluation of classifiers on imbalanced data: implications for practical use
/ Mathias Walther, Oliver Jokisch, Christian Hackel
Feedback and survival on community question and answer sites: The case of Stack Exchange
/ Benny Bornfeld, Sheizaf Rafaeli
Knowledge donation and knowledge collection patterns in a free software community
/ Andrea R. Balle, Carla Curado, Mirian Oliveira

E2 - E-LEARNING AND GAMIFICATION
/ Session chair: Daphne Raban
/ Room: PIA F2
Which digital literacy skills of elementary school students can be promoted by one-to-one computing with Chromebooks?
/ Tamar Shamir-Itai, Ina Blau, Tamar Rozmair
Creating gameful experience in the object-oriented programming classroom: A case study
/ Mathupayas Thongmak
The effects of gamification elements in e-learning platforms
/ Ruti Gafni, Dafni Biran Achituv, Shimon Eidelman, Tomer Chatsky

E3 - MODELING KM SYSTEMS
/ Session chair: Celina Sołek-Borowska
/ Room: PIA G2
A model for processing collective knowledge about business organization in the integrated management information system
/ Marcin Hermes, Ngoc-Thanh Nguyen
Proposal of evaluation criteria for editors of ontologies created to represent knowledge in information systems
/ Helena Dudycz
Knowledge management strategy: necessary and/or sufficient contingencies for personalization and codification strategies
/ Christiaan Maasdorp

E4 - KM IN HIGHER EDUCATION
/ Session chair: Nathan White
/ Room: PIA I2
Developing program objectives in data analytic field of study using three frameworks
/ Azad Ali, David Smith
Process improvement in a graduate practicum to create a favorable learning environment for knowledge transfer
/ Stephen Bronsburg

15.00 - 15.30  COFFEE BREAK (with fruits)

15.30 - 16.30  AFTERNOON PANEL – “Theoretical Support for Knowledge Management and Information Systems Research”
/ Prof. Carla Curado (ISEG - University of Lisbon, Portugal), Prof. José Luís Guerrero-Cusumano (Georgetown University School of Business, USA), and Prof. Mirian Oliveira (Pontifical Catholic University of Rio Grande do Sul, Brazil)
/ Session chair: Meir Russ
/ Room: Auditorium

16.30 - 17.30  AWARD CEREMONY
/ KM2019 – Warsaw University of Life Sciences (WULS), Warsaw, Poland
/ Prof. Joanna Paliśziak-Wicz and Prof. Michał Pietrzak, Warsaw University of Life Sciences (WULS), Warsaw, Poland
/ Session chair: Alex Koohang
/ Room: Auditorium

19.00 - 22.00  DINNER (with music)
/ Grand Hotel Duomo - Terrazza Panoramica
Walking distance (~ 13min – 1km or 0.62mi) from/to Residence Le Benedettine - University of Pisa (Guesthouse)
Transportation is provided from Hotel Repubblica Marinara, Pisa on 18:45 and at 19:15 (sharp?)
Transportation is provided back to Hotel Repubblica Marinara, Pisa on 22:00 and 22:30

Saturday – June 23
Social Event - Guided tour of the old city and access to the magnificent monuments of Pisa
The Leaning Tower, the Cathedral, and the Baptistry + bus tour to magical heart of Tuscany + lunch + guided tour of San Gimignano
(For confirmed attendees only)

08.00  Starting Point (Ensure to be on time! The group can’t wait!!!)
/ Entrance to the Polo Didattico delle Piagge, Via Giacomo Matteotti, 11, 56124 Pisa PI, Italy

18.30  Expected drop-off (It depends on traffic)
/ Hotel Repubblica Marinara - Pisa
/ Near Residence Le Benedettine - University of Pisa (Guesthouse)

Please bring comfortable walking shoes, hat, sunscreen, good mood, and a big smile!

Contacts
Phone: +39 (0)50 2216469
Mail: info@iiakm.org
http://www.iiakm.org/conference/