



## CONFERENCE BRIEF

Past decade China's deeds towards becoming a leading innovation power have eventually gained international attention. The emergence of a new breed of Chinese global technology players raises mixed feelings in both popular discourses both academic debate. Regardless of whether one thinks we are living or not in a new World order of innovation and what the implications could be, all these discussions mirror the need to know and understand more about China's technology rise. Especially now, when the development of strategic cooperation in technology and innovation are increasingly higher on the agenda of the European Union and its Member States.

The Conference aims at catering those needs by providing up-to-date and comprehensive research on the main factors at play in Chinese enterprises' technological innovation and by promoting the discussion on its actual and potential impacts on Europe and China policies and enterprises.

For these aims, the Conference enjoys of the richness of perspectives and first-hand insights developed within the EU-FP7 E.N.T.I.C.E. Project, an EU-China partnership created and grown with the objective to study and explain the nature of technological innovation in Chinese enterprises, which is what E.N.T.I.C.E. means and wishes.



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## TECHNOLOGICAL INNOVATION WITH CHINESE CHARACTERISTICS:

PERSPECTIVES



& IMPACTS

## E.N.T.I.C.E. Project Final Conference

Project funded from the European Union within the People Programme of the EU FP7/2007-2013 under REA agreement n° 610350

**April 7 and 8, 2016**  
 University of Salento

c/o Edificio Aldo Romano  
 (IBIL – Centro cultura innovativa d'impresa)  
 Campus Ecotekne  
 Via per Monteroni s.n.



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## Thursday, 7 April

09.00 a.m. Registration

09.30 a.m. Welcome and Introduction

**Mariaenrica FRIGIONE**, University of Salento,  
Vice-President for Internazionalization

**Giuseppe GRASSI**, University of Salento,  
Director of the Department of Engineering  
for Innovation

**Roberto VENNERI**, Apulia Region,  
Secretary-General of the Presidency

**Loredana CAPONE**, Apulia Region,  
Councillor for Economic Development

**Antonio Maria GABELLONE**, Province of Lecce,  
President

**Alessandro DELLI NOCI**, Municipality of Lecce,  
Councillor for Technology Innovation

10.30 a.m. **SESSION 1 - INTERNATIONAL  
TECHNOLOGY TRANSFER AND  
INTELLECTUAL PROPERTY  
IMPLEMENTATION**

External Sources of Chinese Firms'  
Technological Catching-up: Technology  
Transfer and Knowledge Networks  
**Yongli TANG** (Jinan University)

Study of the Technological Innovation  
Strategies of Huawei  
**Gouqing WANG** (Jinan University)

11.30 a.m. Coffee break

11.50 a.m. **SESSION 2 - ABSORPTIVE CAPACITY AND  
INNOVATION NETWORKS**

Absorptive Capacity, the Upgrading of  
Chinese Enterprises and the Role of  
Opportunity Capture  
**Claudio PETTI** (University of Salento)

The role of internationalization in Chinese firms  
learning processes  
**Francesca SPIGARELLI** (University of Macerata  
and China Center)

01.00 p.m. Buffet lunch

02.30 p.m. **SESSION 3 - HUMAN RESOURCE  
MANAGEMENT PRACTICES**

Innovation-oriented Human Resource  
Management at workplace level  
**Sylvia ROHLFER** (Colegio Universitario de  
Estudios Financieros, CUNEF)

People Management Innovation in Chinese  
Firms  
**Yu ZHOU** (Renmin University)

03.40 p.m. Coffee break

04.00 p.m. **SESSION 4 - COGNITION AND CREATIVITY**

Culture and creativity  
**Shihui HAN** (Peking University)

How to think about self and others varied with  
trait creativity: A brain imaging investigation  
**Liu YI** (Shenzhen University)

In search for a synthesis: the creativity and  
HRM basis of the entrepreneurial  
organization  
**Alessandro MARGHERITA** (University of  
Salento)



## Friday, 08 April

09.00 a.m. Registration

09.30 a.m. **ROUND TABLE - CHINA RISES. IMPACTS ON  
EU POLICIES AND ENTERPRISES**

Moderator: **Claudio PETTI**  
(University of Salento)

### Keynote Speeches:

Beyond the Copycats. How Chinese firms are  
preparing to join the innovation fight  
**Shujun ZHANG** (Sun Yat-sen Business School  
and Hengqin Commodity Exchange)

Innovative China: myth or reality?  
**Georges HAOUR** (IMD Business School)

### Participate:

**Lorenzo GONZO**, Unit for Scientific and  
Technological Cooperation of the Italian  
Ministry of Foreign Affairs and International  
Cooperation, Scientific Expert

**Domenico FAVUZZI**, Apulia Association of  
Entrepreneurs, President

**Giuseppe CREANZA**, Apulia Region, Regional  
Agency for Technology and Innovation, ARTI

**Plinio INNOCENZI**, Embassy of Italy in Beijing,  
Scientific Attaché

**Marco R. DI TOMMASO**, University of Ferrara,  
c.MET05/China and Italy School of Policy,  
Director

11.10 a.m. Coffee break

11.30 a.m. **SESSION 5 - BEYOND CHINA:  
OUTLOOKS AND OPPORTUNITIES IN EAST  
ASIA AND AFRICA**

Contemporary Challenges in East-Asia  
**Marco DI TOMMASO** (University of Ferrara  
and c.MET05/CISP)

China-Africa Partnership: Action Plan,  
Cooperation Initiatives, and Future  
Opportunities  
**Karim MOUSTAGHFIR** (Al Akhawayn  
University in Ifran)

Horizon 2020 open to the world  
**Rocio ESCOLANO** (Agency for the  
Promotion of European Research, APRE)

01.00 p.m. Conclusions

01.15 p.m. Farewell Lunch

