






# Persuasive technology and Multi Business Model Innovation



**Date:** May13<sup>th</sup> 2014, 09:00-16:00.  
**Venue:** Aalborg Congress Center 9000 Aalborg  
**www:** <http://gws2014.org/ctif10/>


Time	Topic – presenter	Information
09:00-09:30	<p><b>Persuasive technology - Multi Business Model and technology Innovation</b>  <b>Aarhus University, AU Herning- Professor PhD. Peter Lindgren, Business and Social Science</b></p> <p>Professor of Multi Business, Innovation and technology at Department Aarhus University, AU Herning, Denmark  <a href="http://www.hih.aau.dk">www.hih.aau.dk</a> - Persuasive technology - Multi Business Model and technology Innovation - typology and generic types how to innovate  <a href="http://pure.au.dk/portal/en/persons/id(244bfceb-2a4c-4ef0-8c5a-34ad8238b5eb).html">them.http://pure.au.dk/portal/en/persons/id(244bfceb-2a4c-4ef0-8c5a-34ad8238b5eb).html</a></p> 	<p><b>Welcome and Introduction to session Persuasive technology and Multi Business Model Innovation</b></p> <p>Welcome &amp; Introduction to the session and research at Aarhus University, AU Herning– Center of Multi Business Model Innovation and Technology by Professor PhD. Peter Lindgren, Business and Social Science</p>
9:30-10:00	<p><b>VDM and Multi Business Model Innovation</b></p> <p><b>VDMbee’s</b>  <b>Theodoor van Donge– Technology Innovator, Business Enterprise Architect Henk De Mann and RajenderMudigonda – Senior Architect and Team leader</b>  – <a href="http://www.vdmbee.com/">http://www.vdmbee.com/</a></p> <p>Value Delivery Modelling, it is about turning a business into a value network. VDML focuses on the flow of deliverables and contributions of value. Contributions of value can be detailed out by activities, including cost, quality and duration (statistical performance). Value-driven business design provides a higher level of abstraction of the business, what it does, how it performs, who is responsible.</p>	<p><b>VDM and Multi Business Model Innovation</b></p> <p>Introduction to VDM and how this is related to Multi Business Model Innovation by Technology Innovator Theodoor van Donge and Business Enterprise Architect Henk De Mann and Senior Architect RajenderMudigonda</p>

	<p>Value Delivery Modeling Language (VDML) is now a standard for VDM in Object Management Group (OMG). The OMG Architecture Board have adopted the VDML specification in spring 2014.</p> 	
<p>10:00-10:30</p>	<p><b>Persuasive Technology and advanced production 2030</b>  <b>Aarhus University - Institute for Science and Technology</b>  <b>Head of Department, Professor Ph.D. Thomas Skjødeberg Toftegaard, Aarhus University, Science and Technology, Department of Engineering</b>  – <a href="http://eng.au.dk/en/">http://eng.au.dk/en/</a></p> <p>Research areas – Electrical and Computer Engineering &gt; Wireless communications, IP networks, Communication protocols, Biomedical communication, Personal communication networks, Mobile communication, Wireless sensor networks, System engineering, Smart grids</p> <p><a href="http://pure.au.dk/portal/en/persons/thomas-skjoedeberg-toftegaard(1e60eaf4-5e7b-45ee-8abb-87a31897875f).html">http://pure.au.dk/portal/en/persons/thomas-skjoedeberg-toftegaard(1e60eaf4-5e7b-45ee-8abb-87a31897875f).html</a></p> 	<p><b>Persuasive Technology and advanced production 2030</b></p> <p>Persuasive technology and advanced production 2030 by Professor Ph.D. Thomas Toftegaard, Science and Technology</p>
<p>10:30-11:00</p>	<p><b>Peace innovation Lab – Center for Persuasive Technology</b>  <b>Stanford University,</b>  <b>Peace Innovation Lab</b>  <b>Center for Persuasive Technology</b></p> <p>Co-Director, Peace Innovation Lab Mark Nelson and Co-Director, Peace Innovation Lab Margarita QuihuisStanford Lab, the Persuasive Technology Lab Stanford University –  <a href="http://captology.stanford.edu/">http://captology.stanford.edu/</a>  <a href="http://captology.stanford.edu/projects/peace-innovation.html">http://captology.stanford.edu/projects/peace-innovation.html</a></p>	<p><b>Presentation of Peace innovation Lab – Center for Persuasive Technology</b></p> <p>Presentation of Peace Innovation Lab – Center for Persuasive Technology, technologies and projects</p>

	 <p><a href="http://stanford.peaceinnovation.dk/lab/">http://stanford.peaceinnovation.dk/lab/</a></p>	
<p>11:00- 11:30</p>	<p><b>Persuasive technology and multi business model innovation</b></p> <p><b>Aalborg University, Professor, Director, Interregional Centre for Knowledge- and Educational Studies</b> <b>Morten Karnøe Søndergaard</b></p> <p>Morten Karnøe Søndergaard is professor in humanistic knowledge processes and culture-driven innovation at the Department of Learning and Philosophy at Aalborg University. His research is primarily focused on technology, innovation and culture. He has published widely, both nationally and internationally, on a number of areas such as innovation, technology diffusion and economic development. Furthermore, Morten Karnøe Søndergaard has extensive experience in project management and guidance at both national and international level. Morten Søndergaard Karnøe has in recent years built partnerships with several international companies. He has been visiting professor at Stanford University and was also in 2011 appointed Aalborg University expert in innovation</p> 	<p><b>Presentation of Interregional Centre for Knowledge- and Educational Studies and projects</b></p> <p>Presentations of Centre of Knowledge- and Educational Studies and projects related to persuasive technology and multi business model innovation</p>
<p>11:30 – 12:15</p>	<p><b>Discussion of projects and presentations – Mediator Professor Peter Lindgren AU, Herning</b></p>	<p><b>Discussion of projects and collaboration</b></p>

12:15 – 13:00	<b>Lunch and networking</b>	<b>Lunch and travel</b>
13.00 - 13:30	<p><b>The relationship axiom, pervasive technology and Multi Business Model innovation</b></p> <p><b>Professor Peter Lindgren Aarhus University and Post Doc Ole Horn Rasmussen</b></p> <p>Aarhus University, AU Herning – The MBIT research group</p> <p>Peter Lindgren is Professor in Multi Business Model innovation and Technology at Århus University. His current research interest is in multi business model innovation and persuasive technology, i.e. the typology and generic types of business models and how to innovate them.</p> <p>Ole Horn Rasmussen is Post Doctoral Fellow at the Department of Mechanical and Manufacturing Engineering, Aalborg University, Denmark. Ole Horn Rasmussen has immense experience in the area of structural changes and transformations related to the evolution of organic agriculture.</p> 	<p><b>The relationship axiom, pervasive technology and Multi Business Model innovation</b></p>
15:00 – 15:30	<p><b>Service Innovation related to Persuasive Technology</b></p> <p><b>SINTEF, Norway</b> <b>Chief Scientist Arne Berre</b></p> <p>SINTEF ICT Department: Networked Systems and Services – <a href="http://sintef.no">http://sintef.no</a></p> <p>Arne J. Berre, PhD, was coordinator of the European FP7 project NEFFICS (Networked Enterprise transformation and resource management in Future internet enabled Innovation Clouds), and has coordinated the OMG work on the Value Delivery Metamodel development. Arne has been involved in standardization work in OMG since 1993 and has recently been co-editor for SoaML - the Service oriented Architecture Modeling Language. He is responsible for the area of Open Service Innovation platform</p>	<p><b>Presentation of Center for Service Innovation related to Persuasive Technology</b></p> <p>Presentation of SINTEF and Center for Service Innovation related to Persuasive Technology and multi business model innovation - technologies and projects</p>

	<p>in the Center for Service Innovation, led by the Norwegian school of Management.</p> 	
13:30-14:00	<p><b>CSR related to Multi Business Model Innovation and persuasive technology</b></p> <p><b>University of Southern Denmark</b> <b>Associate Professor, Anna Beth Aagaard</b></p> <p>Annabeth Aagaard (Ph.D., MsC) is an Associate Professor in the Department of Leadership and Strategy at the University of Southern Denmark. She has interests within the scientific fields of management, innovation and CSR drawing on experience in the academic, public and private sectors, where she was formerly a manager and management specialist with experiences from numerous large organisations. <a href="http://findresearcher.sdu.dk:8080/portal/en/persons/annabeth-aagaard(526d7a33-2926-4e86-89aa-18654eb0eb36).html">http://findresearcher.sdu.dk:8080/portal/en/persons/annabeth-aagaard(526d7a33-2926-4e86-89aa-18654eb0eb36).html</a></p> 	<p><b>Presentation of CSR related to Multi Business Model Innovation and persuasive technology</b></p> <p>CSR related to Multi Business Model Innovation <b>and</b> persuasive technology</p>
14:00-14:30	<p><b>Ethernet Based In-car Network Use – how is this influencing multibusiness model innovation and persuasive technology.</b></p> <p>Senior Consultant Kasper Revbech</p> <p>Kasper Revsbech has a Professional experience in Intelligent Systems and Software Developer. He has studied at BMW research and Technology, Munich, Germany and Mobile Labs, Aalborg University</p>	<p><b>Presentation of Ethernet Based In-car Network Use – how is this influencing multibusiness model innovation and persuasive technology.</b></p> <p>Ethernet Based In-car Network Use Case related to Multi Business</p>

	<a href="http://www.intelligentsystems.dk/en/employees/kar/">http://www.intelligentsystems.dk/en/employees/kar/</a> 	Model Innovation and persuasive technology
14:30 – 15:30	<b>Discussion of projects and presentations – Mediator Professor Peter Lindgren AU, Herning</b>	<b>Discussion of projects and presentations</b>
15:30 – 16.00	<b>Coffee and networking</b>	Coffee and networking

NB.: With possibilities of change.

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