



**1ST EDEN DOCTORAL & YOUNG SCHOLARS SCHOOL ON
INTANGIBLES AND INTELLECTUAL CAPITAL
Catania (Italy)
27September – 2 October, 2010**



26 September	27 September	28 September	29 September	30 September	1 October	2 October
	<i>Faculty of Economics, Palazzo delle Scienze, Corso Italia 55</i>	<i>Residenza d'Aragona, Via Monsignor Ventimiglia 184</i>	<i>Residenza d'Aragona, Via Monsignor Ventimiglia 184</i>	<i>Benedettini Monastery, Piazza Dante</i>	<i>Benedettini Monastery, Piazza Dante</i>	<i>Residenza d'Aragona, Via Monsignor Ventimiglia 184</i>
	<p>9.00 - 9.15 Institutional welcome to the University of Catania</p> <p>9.15 - 9.30 Prof. Stefano Zambon (Univ. of Ferrara, School Coordinator) and Prof. Pierluigi Catalfo (Univ. of Catania, Local Coordinator) <i>Opening and Kick off</i></p> <p>9.30am-13.00 Prof. Baruch Lev (Stern, NYU) <i>Intangibles, Accounting and Financial Reporting: Problems and Solutions</i></p>	<p>9.30-13.00 Prof. Manfred Schwaiger (LMU, Munich) <i>Corporate Reputation Capital: Measurement, Management, and Effects on Stakeholder Behavior</i></p>	<p>9.30-13.00 Prof. Giovanni Schiuma (Univ. of Basilicata) <i>Managing Knowledge Assets for Business Performance Improvements</i></p>	EIASM Interdisciplinary Workshop on "Intangibles, Intellectual Capital & Extra-Financial Information"	EIASM Interdisciplinary Workshop on "Intangibles, Intellectual Capital & Extra-Financial Information"	<p>9.00-13.00 Presentation by students of their research projects (max. 7 minutes each) and discussion</p> <p>13.00 Final Lunch</p>
20.00	14.30-18.30	14.30-18.30	14.30-16.30			
Dinner and get together at the Restaurant «Bistrot de la Ville» Via Musumeci, 124 (Piazza Trento)	Prof. Stefano Zambon (Univ. of Ferrara) <i>Intellectual Capital (IC): Myths, Reality, and Prospects. A Survey from the Literature</i>	Prof. Marco Di Tommaso (Univ. of Ferrara) <i>Managing and Measuring Intangibles at Meso-Level: An Industrial Organisation Approach</i>	Prof. Baruch Lev (Stern, NYU) <i>Managerial Quality Measurements and Applications</i> 16.30-18.30 Prof. Stefano Zambon <i>An Overview of International Initiatives</i>	EIASM Interdisciplinary Workshop on "Intangibles, Intellectual Capital & Extra-Financial Information"	EIASM Interdisciplinary Workshop on "Intangibles, Intellectual Capital & Extra-Financial Information"	