



GLOBAL NETWORK MANAGEMENT

WORKSHOP ON PRODUCT STRATEGIES AND REVENUE LOGICS

Date: Friday February 9th, 2007

Place: Scandic Grand Marina, Katajanokanlaituri 7, Helsinki

PROGRAM

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| 12.00 – 13.00 | MEETING OF THE PROJECT STEERING GROUP |
| 13.00 – 13.10 | COFFEE |
| 13.10 – 13.30 | INTRODUCTION TO THE WORKSHOP SESSION
<i>Researchers of the GNM research group</i> |
| 13.30 – 14.15 | ACADEMIC VIEW ON BUSINESS MODELS AND REVENUE LOGICS
<i>Mika Ahokas, Software Business Laboratory, Helsinki University of Technology</i> |
| 14.15 – 14.30 | COFFEE |
| 14.30 – 15.15 | MANAGING EXTENSIVE PORTFOLIO OF PRODUCTS AND SERVICES: EFFECTS ON GROWTH STRATEGIES AND BUSINESS PROFITABILITY
<i>Esa Salmi, WM-Data Plc.</i> |
| 15.15 – 16.00 | OPEN SOURCE BUSINESS MODELS: STRATEGIC CHANGE IN REVENUE LOGIC
<i>Kaj Arnö, MySQL Ltd.</i> |