

8th Global Conference on Creating Value. Value Creation in a World of Transforming Ecosystems

Conference Programme 19 November 2025	
08.30	Registration at RGS. Please arrive promptly to allow for an on-time start
What is Value?	
09.00 - 09.15	Welcome by Conference Chairs James Barlow & Gautam Mahajan
09.15 - 09.45	Brand Activism: The Power to Create or Destroy Value Can Uslay (Rutgers University Business School)
09.45 - 10.15	From Promises to Profit: Bridging the Customer Value Gap in the Age of AI Donna Weber (Customer value expert, USA)
10.15 - 10.30	Value unlocked: Creating Customer Impact, Driving Profitability and Outpacing the Competition Fathi Tlatli (DHL)
10.30 – 10.45	Refreshment Break
Re-energising Business through Value Creation	
10.45 – 11.15	Revolutionising Business: From Management to Value Creation Stephen Denning (Forbes)
11.15 – 12.30	Panel discussion James Barlow (Chair), Janka Krings-Klebe (co-shift GmbH), Fathi Tlatli (DHL), Adrian Dore (Growing Value), Steve Denning (Forbes), BS Nagesh (TRRAIN) (online)
12.30 – 13.30	Lunch
Academic Paper and Practitioner Presentations 1	
13.30 – 15.10	Research paper presentations. See pages 3-4 for details.
15.10 – 15.20	Refreshment break
Creating Social and Public Value	
15.20 – 15.40	Frugal Innovation and Value Creation Jaideep Prabhu (Judge Business School, University of Cambridge)
15.40 – 16.00	New partnering models for wider value creation Jens Roehrich (University of Bath)
16.00 – 16.20	The Leonardo Centre's work on the science of business for humanity Maurizio Zollo (Leonardo Centre on Business for Society, Imperial Business School)
16.20 – 16.45	Trisector Innovation. Creating Sustainable value for all Also, briefing for post-conference workshop (see page 5) Jens Molbak (NewImpact)
16.45 – 17.00 Closing remarks, guest depart	
17.15 – 18.15	Journal of Creating Value Board Meeting (by invitation, in Imperial Business School)
18.30	Conference Dinner

Conference Programme 20 November 2025	
08.30 – 09.00	Arrival at RGS. Please arrive promptly to allow for an on-time start.
Academic Paper and Practitioner Presentations 2	
09.00 – 10.40	Parallel session (Main room): research paper presentations. See pages 3-4 for details.
09.00 – 10.00	Parallel session (Drayson Room): Presentations by practitioners from business. See pages 3-4 for details.
10.40 – 10.55	Refreshment break
Value Creation Lessons from Fast Changing Sectors	
10.55 – 12.00	Aerospace - Sergey Kravchenko (Boeing and Imperial College London) Health and pharma – Arianna Gentilini (CSEP, formerly World Bank and pharma economics consultant) Automotive - Joachim Taiber (CSEP and International Alliance for Mobility Testing and Standardization) Group discussion with speakers James Barlow (Chair)
Value Creation Measurement and Practice	
12.00 – 12.30	Customer Value and its Measurement Gautam Mahajan
12.30 – 13.00	A financial View on Value Creation Dilnisin Bayel (Accenture Europe)
13.00 – 13.45	Lunch
Value Creation - Business and Education	
13.45 – 14.45	Teaching Value Creation: Redefining Success Beyond Business Metrics Amrita Dass (Chair) (Institute for Career Studies, India), Dariusz Wozniak (WSB-NLU University, Poland), Hiroki Tsuruta (Kobe University Value School), Hunter Hastings (Bialla Venture Partners and BHS Consulting) (online), Curt Carlson (Northeastern University) (online)
14.45 – 15.45	Value Creation Experience in Business Can Uslay (Chair), Robert Passikof (Brand Keys), Jens Molbak (NewImpact), Dilnisin Bayel (Accenture), Atul Parvatiyar (Texas Tech University), Paolo de Angeli (Borealis), Victor Venancio (Samson Group)
15.45 – 16.15	AI Enables Mastery of Value Creation Curt Carlson (Northeastern University) (online)
16.15 – 16.30	Conference close: closing remarks

Academic paper and practitioner presentations

Organised by Fatiha Boukouyen (IUT Nantes-Nantes Université)

Academic Paper and Practitioner Presentations, 19 November	
Academic papers	
13.30-13.50	Economic Intelligence: Surviving Crises and Creating Value Fatiha Boukouyen (IUT Nantes-Nantes Université)
13.50-14.10	Where There is Smoke, There is Fire! Value Destruction Rears Its Ugly Head Moshe Davidow (Technion – Israel Institute of Technology)
14.10-14.30	Value creation gastronomy: The case of a Peruvian Japanese cuisine David Mayorga Gutiérrez (Universidad del Pacífico, Peru). Co-authors: Lucio Lescano Duncan (CAME School of Middle Management, Peru), Ronald Martín Rivas (Hillsdale College, USA)
14.30-14.50	Value Creation and Destruction in Public Sector Lean Management Petra Hurme (Tampere University)
14.50-15.10	Reimagining Value Toward a Cosmic Economy of Presence and Emergence Charif Nouredine (Researcher and author, Cyprus)
Academic Paper and Practitioner Presentations, 20 November	
Academic papers (Main room)	
09.00-09.20	The Key Account Manager role in Value Creation: The retailer's perspective in an emerging market context Rym Elamri Trabelsi (ESSECT, University of Tunis)
09.20-09.40	Creating Value through Entrepreneurial Mindset Development in STEM: A Community-Engaged Approach to Innovation and Sustainability Sadan Kulturel-Konak (Pennsylvania State University) and Elizabeth Deimeke (Clark Atlanta University)
09.40-10.00	From Authentic Experiences to Self-Transformation: Student Value Construction in University Brand Contexts Xueying Zhang (Hokuriku University) & Yuichi Inobori (Ritsumeikan University)
10.00-10.20	Defining the Value Proposition in Diagnostic Technology: Results from a Multi-Perspective Reflective Analysis, focused on health economics Rosario Luxardo (Department of Surgery and Cancer, Imperial College London)
10.20-10.40	Co-Designing One Health Diagnostics Katerina-Vanessa Savva (KIOS, University of Cyprus)
Practitioner talks (Drayson room)	
09.00-09.20	Lessons from the value creation journey of the last 25 years Zsofia Agnes Nagy (Supply chain and customer value expert, Switzerland)
09.20-09.40	Does Ethical Conduct Deliver Business Value? Andrew Rudin (Contrary Domino, USA)
09.40-10.00	The Kindness Equation: Quantifying, Visualizing, and Infinitely Multiplying Value through Social Energy (Kindnetics) Alan Williams (Servicebrand Global, UK)

POST-CONFERENCE WORKSHOP

Tri-sector Innovation. Pragmatic tools for scaled impact and innovation

21 November (9.00-10.30). Sir Alexander Fleming Building, Imperial College London

09.00-10.30	<p>The world is brimming with resources – built assets, money, services, connections and partnerships, data, and people. Much of what we need to tackle global challenges, from the simple to the complex, is already here.</p> <p>So why, in this world of abundance and human ingenuity, do so many challenges remain unsolved? Often, it's because we're solving problems in silos, convinced we have limited resources, while trillions of dollars of potential remain untapped or unseen.</p> <p>Unlocking just a fraction of those resources can help us to innovate, transform organizations, or solve societal challenges.</p> <p>This 90-minute interactive workshop with NewImpact CEO Jens Molbak digs deeper into Tri-Sector Innovation ("TSI") – a strategic framework that integrates the compelling resources and capabilities of the private, public, and social sectors.</p> <p>NewImpact is a US-based nonprofit on a mission to share the power of TSI. It works with innovators, accelerators, investors, governments, public organizations in the US, UK and elsewhere.</p> <p>TSI is deeply pragmatic approach to problem solving and opportunity finding. Drawing on his experience founding Coinstar and pioneering cross-sector initiatives, Jens will lead participants through real-world case studies and co-design exercises. Attendees will explore strategies that increase the probability of startup success, help teams iterate more effectively, and build partnerships that turn pressing global problems into tangible opportunities.</p>
Topics include	<ul style="list-style-type: none"> • Aligning and repurposing resources across sectors • Combining self-interests to generate common interest • Applying NewImpact free tri-sector tools to design and build compelling companies, non-profits, and government agencies. • Use TSI to unlock scalable and sustained impact so that organizations can thrive for the long term. • Use NewImpact's free innovation tools, including AI-powered approaches that can be applied to help their current organizations or projects thrive.
Do you have a specific project you'd like to explore in the workshop?	<p>You are invited to send any relevant information (summaries, files, or websites) to beth.roberts@newimpact.care in advance. These materials will then be brought to life during the session, giving you practical outputs to take home and apply.</p>