



University of St. Gallen | February 12th - 15th, 2017
Institute of Information Management

Towards Thought Leadership in Digital Transformation

www.wi2017.ch

**13. Internationale Tagung Wirtschaftsinformatik
(WI 2017)**

Wissenschaftliches Programm

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Agenda Übersicht

Sonntag, 12.02.2017

Montag, 13.02.2017

Dienstag, 14.02.2017
CIO-Dialog

Mittwoch, 15.02.2017

10:00	Doctoral Consortium (ab 11.2. zum Lunch) im WBZ	Pre-Conference Workshops	08:00	Einlass/Registrierung			A U S T E L L U N G	08:00	Einlass/Registrierung			A U S T E L L U N G
10:30			08:30	Eröffnung und Grussworte				08:30	Einlass/Registrierung			
11:00			09:00	Keynote - Thomas Saueressig CIO SAP SE				09:00	Beginn 08:45 Uhr - Einführung und Begrüssung			
11:30			09:30	Kaffeepause				09:30	Marcel Stalder, CEO EY Schweiz			
12:00			10:00	Kaffeepause				10:00	Andreas Reich - Leiter Vorentwicklung, Audi Electronic Venture GmbH			
12:30			10:30	Kaffeepause				10:30	Kaffeepause			
13:00			11:00	Research Track Sessions	Student Track Sessions	Research Track Sessions		11:00	Research Track Session	StartUp-Track Session	CIO-Dialog	
13:30			11:30	Research Track Sessions	Student Track Sessions	Research Track Sessions		11:30	Research Track Session	StartUp-Track Session	CIO-Dialog	
14:00			12:00	Lunch				12:00	Lunch			
14:30			12:30	Lunch				12:30	Lunch			
15:00	13:00	Lunch			13:00	Lunch						
15:30	13:30	Research Track Sessions	Student Track Sessions	Junior Faculty Consortium	13:30	Prototype Session		CIO-Dialog				
16:00	16:00	Research Track Sessions	Student Track Sessions	Junior Faculty Consortium	14:00	Prototype Session		CIO-Dialog				
16:30	16:30	Research Track Sessions	Student Track Sessions	Junior Faculty Consortium	14:30	Kaffeepause						
17:00	17:00	Kaffeepause			15:00	Kaffeepause						
17:30	17:30	Research Track Sessions	Panel Sessions	Nachwuchswissenschaftler Sessions	15:30	Research Track Session	Workshop Session	CIO-Dialog				
18:00	18:00	Research Track Sessions	Panel Sessions	Nachwuchswissenschaftler Sessions	16:00	Research Track Session	Workshop Session	CIO-Dialog				
18:30	18:30	Research Track Sessions	Panel Sessions	Nachwuchswissenschaftler Sessions	16:30	Research Track Session	Workshop Session	CIO-Dialog				
19:00	19:00	Welcome Reception			17:00							
19:30	19:30	Welcome Reception			17:30							
20:00	20:00	Welcome Reception			18:00							
				WKWI-Sitzung	18:30							
				WKWI-Sitzung	19:00	Conference Dinner (Lokremise)						
				WKWI-Sitzung	19:30	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl	20:00	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl	20:30	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl	21:00	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl	21:30	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl	22:00	Keynote von Prof. Rupert Stadler, Vorsitzender des Vorstands der AUDI AG						
				Academic Networking Dinner / Pub Crawl		Anschließend: SAP University Alliances Program SAP Innovation Track						

Legende

Hauptgebäude Gebäude 01 - Ausstellung	Hauptgebäude Gebäude 01 - alle Räume	Hauptgebäude Gebäude 01 - Foyer	Bibliotheksgebäude Gebäude 09 - Audimax	Bibliotheksgebäude Gebäude 09 - Foyer	Auswärts nicht auf dem HSG-Campus
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Wissenschaftliches Programm Übersicht

Montag, 13.02.2017

11:00	Research	Research	Research	Research	Research	Student	Student	
11:30	Track 2 -	Track 5 -	Track 6 -	Track 7 -	Track 12 -	Track	Track	
12:00	Session 1	Session 1	Session 1	Session 1	Session 1	Session 1	Session 2	
12:30	Lunch							
13:00	Lunch							
13:30	Research	Research	Research	Research	Research	Research	Student	Student
14:00	Track 14 -	Track 5 -	Track 4 -	Track 7 -	Track 12 -	Track 10 -	Track	Track
14:30	Session 1	Session 2	Session 1	Session 2	Session 2	Session 1	Session 3	Session 4
15:00	Kaffeepause							
15:30	Research	Research	Research	Research	Research	Research	Research	
16:00	Track 2 -	Track 5 -	Track 4 -	Track 7 -	Track 12 -	Track 3 -	Track 8 -	
16:30	Session 2	Session 3	Session 2	Session 3	Session 3	Session 1	Session 1	

Dienstag, 14.02.2017

11:00	Research	Research	Research	Research	Research
11:30	Track 12 -	Track 3 -	Track 9 -	Track 10 -	Track 14 -
12:00	Session 4	Session 2	Session 1	Session 2	Session 2
12:30	Lunch				
13:00	Lunch				
13:30	Prototype Session				
14:00	Prototype Session				
14:30	Prototype Session				
15:00	Kaffeepause				
15:30	Research	Research	Research	Research	Research
16:00	Track 1 -	Track 3 -	Track 9 -	Track 6 -	Track 8 -
16:30	Session 1	Session 3	Session 2	Session 2	Session 2

Mittwoch, 15.02.2017

11:00	Research	Research	Research
11:30	Track 1 -	Track 9 -	Track 11 -
12:00	Session 2	Session 3	Session 1
12:30	Verleihung Awards WI2017 und Verabschiedung		
13:00	Verleihung Awards WI2017 und Verabschiedung		
13:30	Lunch		

Legende

Hauptgebäude Gebäude 01 - alle Räume	Bibliotheksgebäude Gebäude 09 - Audimax	Bibliotheksgebäude Gebäude 09 - Foyer
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Genauere Raumangaben entnehmen Sie bitte der nachfolgenden Detailplanung

Track 1: Digitalisierung in der Industrie

Session 1

14.02.2017, 15:30-17:00, Raum: 01-102

Session Chair: Axel Winkelmann

Sonja Dreyer; Daniel Olivotti; Benedikt Lebek; Michael H. Breitner: Towards a Smart Services Enabling Information Architecture for Installed Base Management in Manufacturing
Nadine Rückeshäuser: Do We Really Want Blockchain-Based Accounting? Decentralized Consensus as Enabler of Management Override of Internal Controls **Best Paper Nominee*
Thomas Schäffer; Dirk Stelzer: Assessing Tools for Coordinating Quality of Master Data in Inter-organizational Product Information Sharing

Session 2

15.02.2017, 11:00-12:30, Raum: 01-102

Session Chair: Christine Legner

Christian Janiesch; Valentin Nentwich: Autonomie im Internet der Dinge: Anforderungen an die Gestaltung autonomer Agenten in Cyber-physischen Systemen
Loina Prifti; Marlene Knigge; Harald Kienegger; Helmut Krcmar: A Competency Model for "Industrie 4.0" Employees

Track 2: Dienstleistungssysteme und hybride Wertschöpfung

Session 1

13.02.2017, 11:00-12:30, Raum: 01-104

Session Chair: Tilo Böhm

Sascha Bosse; Hendrik Müller; Klaus Turowski: Integrated Optimization of IT Service Performance and Availability Using Performability Prediction Models
Martin Semmann; Christian Grotherr: How to Empower Users for Co-Creation - Conceptualizing an Engagement Platform for Benefits Realization
Christina Niemöller; Dirk Metzger; Oliver Thomas: Design and Evaluation of a Smart-Glasses-based Service Support System
Robin Knotte; Matthias Söllner: Towards Design Excellence for Context-Aware Services - The Case of Mobile Navigation Apps

Session 2

13.02.2017, 15:30-17:00, Raum: 01-111

Session Chair: Tilo Böhm

Daniel Beverungen; Hedda Lüttenberg; Verena Wolf: Recombinant Service System Engineering **Best Paper Nominee*

Philipp Haas; Ivo Blohm: Blueprinting Crowdfunding - Designing a Crowdfunding Service Configuration Framework

Florian Müller: Service Modularization in an Evolving Context: A Comparison between the Old and the New World of Automotive Engineering Services in Germany

Andreas Zolnowski; Jürgen Anke; Jan Gudat: Towards a Cost-Benefit-Analysis of Data-Driven Business Models

Track 3: Unternehmensarchitekturmanagement und Geschäftsprozessmanagement

Session 1

13.02.2017, 15:30-17:00, Raum: 01-102

Session Chair: Stefan Seidel

Benjamin Wehner; Thomas Falk; Susanne Leist; Christian Ritter: Measuring National Culture by Analyzing Business Processes: A Case Study in Germany and India

Florian Imgrund; Mathäus Malorny; Christian Janiesch: Eine Literaturanalyse zur Integration von Business Rules und Business Process Management

Carl Corea; Patrick Delfmann: Detecting Compliance with Business Rules in Ontology-Based Process Modeling

Thomas Falk: Evaluation of a Pattern-Based Approach for Business Process Improvement

Session 2

14.02.2017, 11:00-12:30, Raum: 01-104

Session Chair: Peter Loos

Jeannette Stark; Richard Braun; Werner Esswein: Systemizing Colour for Conceptual Modeling

Jana-Rebecca Rehse; Peter Fettke: Towards Situational Reference Model Mining - Main Idea, Procedure Model & Case Study

Andreas Hermann; Hendrik Scholta; Sebastian Bräuer; Jörg Becker: Collaborative Business Process Management - A Literature-based Analysis of Methods for Supporting Model Understandability

Julian Dörndorfer; Christian Seel: A Meta Model Based Extension of BPMN 2.0 for Mobile Context Sensitive Business Processes and Applications

Session 3

14.02.2017, 15:30-17:00, Raum: 01-104

Session Chair: Jan Mendling

Sebastian Schlauderer; Martin Robel; Thomas Friedrich: Systematische Identifikation von Fachkomponenten mit SOM

Felix Timm; Kurt Sandkuhl; Michael Fellmann: Towards A Method for Developing Reference Enterprise Architectures
Sybren de Kinderen; Monika Kaczmarek: Enterprise Modeling Support for SOA Migration

Track 4: Digitale Arbeit

Session 1

13.02.2017, 13:30-15:00, Raum: 01-104

Session Chair: Christian Maier

Diana Renner; Sven Laumer: Development and Test of a Semi-structured Explorative Survey Methodology to Analyze Appropriate Learning Methods for Technology-related Training across the Phases of Technology

Caroline Ernestine Oehlhorn; Sven Laumer; Christian Maier: About Well-considered Decisions, Favorable Alternatives and Sudden Ideas: A Qualitative Research to Identify Beliefs that Influence Women to Study Information Systems in Germany

Thomas Wagenknecht; Jan Crommelinck; Timm Teubner; Christof Weinhardt: When Life Gives You Lemons: How rating scales affect user activity and frustration in collaborative evaluation processes

Session 2

13.02.2017, 15:30-17:00, Raum: 01-104

Session Chair: Tim Weitzel

David Durward; Ivo Blohm: The Rise of Crowd Aggregators - How Individual Workers Restructure Their Own Crowd -

Christina Niemöller; Benedikt Zobel; Lisa Berkemeier; Dirk Metzger; Sebastian Werning; Thomas Adelmeyer; Ingmar Ickerott; Oliver Thomas: Sind Smart Glasses die Zukunft der Digitalisierung von Arbeitsprozessen? Explorative Fallstudien zukünftiger Einsatzszenarien in der Logistik

Track 5: IT-Management und IT-Strategie

Session 1

13.02.2017, 11:00-12:30, Raum: 01-014

Session Chair: Thomas Widjaja

Volker Nissen; Alexander von Rennenkampff: Measuring the Agility of the IT Application Systems Landscape

Patrick Afflerbach; Simon Kratzer; Maximilian Röglinger; Simon Stelzl: Analyzing the Trade-Off between Traditional and Agile Software Development - A Cost/Risk Perspective

Martin Haase; Jan Jöhnk; Stefan Lipowsky; Nils Urbach: Der Einfluss des Agilitätsgrads auf den Erfolg von Softwareentwicklungsprojekten unter Berücksichtigung der Unternehmenskultur

Session 2

13.02.2017, 13:30-15:00, Raum: 01-107

Session Chair: Christian Leyh

Stefan Pfosser: Bewertung und Planung von IT-Investitionen unter Berücksichtigung finanzieller Beschränkungen

Anna Neumeier; Thomas Wolf; Severin Oesterle: The Manifold Fruits of Digitalization - Determining the Literal Value Behind

Michael Adelmeyer; Marc Walterbusch; Peter Biermanski; Kai Seifert; Frank Teuteberg: Rebound Effects in Cloud Computing: Towards a Conceptual Framework

Dominik Dellermann; Christopher Jud; Fabian Reck: Understanding Platform Loyalty in the Cloud: A Configurational View on ISV's Costs and Benefits

Session 3

13.02.2017, 15:30-17:00, Raum: 01-012

Session Chair: Susanne Strahinger

Phillip Haake; Silvia Schacht; Benjamin Mueller; Alexander Maedche: Enterprise System Renewal - The Divergence Between Perception and Reality

Andy Weeger; Annkatrin Ott-Schwenk: What Teams Need to Be Clear about - an Activity Theoretical Perspective on Shared Understanding in Health IS Implementation **Best Paper Nominee*

Jan-David Liebe; Oliver Thomas; Franziska Jahn; Christian Kücherer; Moritz Esdar; Jan-Patrick Weiß; Jens Hüsters; Ursula Hübner: Zwischen Schattendasein, Governance und Entrepreneurship - Eine empirische Bestandsaufnahme zum Professionalisierungsgrad des IT-Managements in deutschen Krankenhäusern

Raphael David Schilling; M. Kazem Haki; Stephan Aier: Introducing Archetype Theory to Information Systems Research: A Literature Review and Call for Future Research

Track 6: Interaktionen und Interfaces

Session 1

13.02.2017, 11:00-12:30, Raum: 01-107

Session Chair: Michael Koch

Moritz von Hoffen; Friedrich Chasin; Martin Matzner; Florian Plente; Jan Hendrik Betzing: Testing Technical Feasibility in CPS Development Projects

Dirk Metzger; Christina Niemöller; Benjamin Wingert; Tobias Schultze; Matthias Bues; Oliver Thomas: How Machines are Serviced - Design of a Virtual Reality-based Training System for Technical Customer Services

Dennis Hummel; Silvia Schacht; Alexander Maedche: Multi-Channel Choice in Retail Banking Services: Exploring the Role of Service Characteristics

Session 2

14.02.2017, 15:30-17:00, Raum: 01-110

Session Chair: Ulrike Lechner

Tobias Mirsch; Christiane Lehrer; Reinhard Jung: Digital Nudging: Altering User Behavior in Digital Environments

Christian Reuter; Katja Pätsch; Elena Runft: Terrorbekämpfung mithilfe sozialer Medien - ein explorativer Einblick am Beispiel von Twitter

Andreas Hoegen; Dennis M. Steininger; Daniel Veit: An Interdisciplinary Review of Investor Decision-Making in Crowdfunding

Track 7: Lern- und Wissensmanagement

Session 1

13.02.2017, 11:00-12:30, Raum: 01-110

Session Chair: Ronald Maier

Janine Hacker; Freimut Bodendorf; Pascal Lorenz: Helper, Sharer or Seeker? - A Concept to Determine Knowledge Worker Roles in Enterprise Social Networks

Johannes Putzke; Hideaki Takeda: Explizite Neutralität in Wählernetzwerken - Eine Analyse der Requests for Adminship (RfAs) in Wikipedia

Isabella Seeber: The Role of Information Elaboration for Co-Construction of Meaning during Idea Convergence: A Causal Mediation Analysis

Session 2

13.02.2017, 13:30-15:00, Raum: 01-110

Session Chair: Hans-Georg Fill

Andreas Sonntag; Peter Fettke; Peter Loos: Inductive Reference Modelling Based on Simulated Social Collaboration

Florian Johannsen: Functional Interdependencies between Quality Techniques reverting to Meta Models

David Nienaber: From Doves, Magpies and Urban Sparrows: The External Strategic Forces Driving Knowledge Protection Approaches in German SMEs

Session 3

13.02.2017, 15:30-17:00, Raum: 01-110

Session Chair: Matthias Schumann

Andreas Engelmann; Peter Heinrich; Gerhard Schwabe: Mobiles Lernen für Industrie 4.0: Probleme, Ziele, Lernarrangements

Sarah Oeste-Reiß; Eva Bittner; Matthias Söllner: Yes You Can - Empowering Lecturers to Simulate Collaboration among Learners in the Disciplines of Problem-Solving and Critical Thinking Regardless of Class Size

Christian Karl Grund; Maria Tulis: Using Elected Elements in Large-Scale Information Systems Lectures

Roman Rietsche; Katja Lehmann; Philipp Haas; Matthias Söllner: The Twofold Value of IT-Based Peer Assessment in Management Information Systems Education

Track 8: Informationsprivatheit und Informationssicherheit

Session 1

13.02.2017, 15:30-17:00, Raum: 01-107

Session Chair: Hanna Krasnova

Claus-Georg Nolte; Jonas Schwarz; Christian Zimmermann: Social Network Services: Competition and Privacy

Dominikus Kleindienst; Niclas Nüske; Daniel Rau; Fabian Schmied: Beyond Mere Compliance — Delighting Customers by Implementing Data Privacy Measures?

Christoph Buck; Florian Stadler; Kristin Suckau; Torsten Eymann: Privacy as a Part of the Preference Structure of Users App Buying Decision

Session 2

14.02.2017, 15:30-17:00, Raum: 01-111

Session Chair: Ali Sunyaev

Clemens Sauerwein; Christian Sillaber; Andrea Mussmann; Ruth Brey: Threat Intelligence Sharing Platforms: An Exploratory Study of Software Vendors and Research Perspectives

Michael Lang; Manuel Wiesche; Helmut Krömer: Conceptualization of Relational Assurance Mechanisms - A Literature Review on Relational Assurance Mechanisms, Their Antecedents and Effects

Andreas Josef Rieb; Marko Hofmann; Alexander Laux; Steffi Rudel; Ulrike Lechner: Wie IT-Security Matchplays als Awarenessmaßnahme die IT-Sicherheit verbessern können

Track 9: Geschäftsinnovationen und Geschäftsmodelle

Session 1

14.02.2017, 11:00-12:30, Raum: 01-110

Session Chair: Manuel Trenz

Andreas Kiesow; Oliver Thomas: Entwurf eines cloud-basierten Geschäftsmodells für die kontinuierliche Prüfung

Stefan Kleinschmidt; Christoph Peters: Fostering Business Model Extensions for ICT-Enabled Human-Centered Service Systems

Friedrich Holotiuk; Francesco Pisani; Jürgen Moormann: The Impact of Blockchain Technology on Business Models in the Payments Industry

Denis Vuckovac; Pascal Fritzen; Klaus Ludwig Fuchs; Alexander Ilic: From Shopping Aids to Fully Autonomous Mobile Self-checkouts - A Field Study in Retail

Session 2

14.02.2017, 15:30-17:00, Raum: 01-011

Session Chair: Steffi Haag

Thomas Wagenknecht; Jan Crommelinck; Timm Teubner; Christof Weinhardt: Ideate. Collaborate. Repeat. A Research Agenda for Idea Generation, Collaboration and Evaluation in Open Innovation

Benedikt Simmert; Philipp Ebel; Eva Alice Christiane Bittner; Christoph Peters: Systematic and Continuous Business Model Development: Design of a Repeatable Process Using the Collaboration Engineering Approach

Nicola Terrenghi; Johannes Schwarz; Christine Legner; Uli Eisert: Business Model Management: Current Practices, Required Activities and IT Support

Session 3

15.02.2017, 11:00-12:30, Raum: 01-011

Session Chair: Manuel Trenz

Dominik Bilgeri; Felix Wortmann: Barriers to IoT Business Model Innovation

Friedrich Holotiuk; Daniel Beimborn: Critical Success Factors of Digital Business Strategy

Markus Böhm; Jörg Weking; Frank Fortunat; Simon Müller; Isabell Welp; Helmut Krcmar: The Business Model DNA: Towards an Approach for Predicting Business Model Success

Track 10: Nutzerzentrierte Informationssysteme

Session 1

13.02.2017, 13:30-15:00, Raum: 01-112

Session Chair: Thomas Hess

Stefan Morana; Julia Kroenung; Alexander Maedche: "I did use it!" - Assessing subjective vs objective cognitive artifact usage **Best Paper Nominee*

Julia Troll; Ivo Blohm: How Does the Crowdsourcing Experience e Impact Participants' Engagement? An Empirical Illustration

Raphael Rissler; Mario Nadj; Marc Adam: Flow in Information Systems Research: Review, Integrative Theoretical Framework, and Future Directions

Session 2

14.02.2017, 11:00-12:30, Raum: 01-112

Session Chair: Alexander Mädche

Kenny R. Lienhard; Christine Legner: Principles in the Design of Mobile Medical Apps: Guidance for Those who Care

Jens Fölting; Stephan Daurer; Martin Spann: Consumer Preferences for Product Information and Price Comparison Apps

Track 11: Forschungsmethoden und Wissenschaftstheorie

Session 1

15.02.2017, 11:00-12:30, Raum: 01-110

Session Chairs: Jörg Becker & Stefan Strecker

Alexander Keller: How to Gauge the Relevance of Codes in Qualitative Data Analysis? - A Technique Based on Information Retrieval

Thomas Friedrich; Sebastian Schlauderer; Julian Weidinger; Maximilian Raab: On the Research Paradigms and Research Methods Employed in the BISE Journal - A Ten-Year Update

Track 12: Data Science & Business Analytics

Session 1

13.02.2017, 11:00-12:30, Raum: 01-011

Session Chair: Barbara Dinter

Jens Passlick; Benedikt Lebek; Michael H. Breitner: A Self-Service Supporting Business Intelligence and Big Data Analytics Architecture

Christian Dremel; Sven Overhage; Sebastian Schlauderer; Jochen Wulf: Towards a Capability Model for Big Data Analytics

Mateusz Dolata; Falk Uebernickel; Gerhard Schwabe: The power of words: Towards a methodology for progress monitoring in design thinking projects

Session 2

13.02.2017, 13:30-15:00, Raum: 01-011

Session Chair: Michael Scholz

Marcel Rhyh; Ivo Blohm: A Machine Learning Approach for Classifying Textual Data in Crowdsourcing

Marc Egger; Gloria Volkmann; Detlef Schoder: Erhebung und Diagnostik von Markenassoziationsnetzwerken auf Grundlage nutzergenerierter Inhalte

Matthias Hauser; Sebastian Günther; Christoph Flath; Frédéric Thiesse: Leveraging RFID Data Analytics for the Design of an Automated Checkout System

Session 3

13.02.2017, 15:30-17:00, Raum: 01-011

Session Chair: Christoph Flath

Christoph Gleue; Dennis Eilers; Hans-Jörg von Mettenheim; Michael H. Breitner: Decision Support for the Automotive Industry: Forecasting Residual Values using Artificial Neural Networks

Christopher Kohl; Dalia Mostafa; Markus Böhm; Helmut Krcmar: Disruption of Individual Mobility Ahead? A Longitudinal Study of Risk and Benefit Perceptions of Self-Driving Cars on Twitter

Mariya Sodenkamp; Ilya Kozlovskiy; Konstantin Hopf; Thorsten Staake: Smart Meter Data Analytics for Enhanced Energy Efficiency in the Residential Sector

Session 4

14.02.2017, 11:00-12:30, Raum: 01-102

Session Chair: Jan Krämer

Dominikus Kleindienst; Daniela Waldmann: Dead or Alive? A Formal Decision Model for Deciding on Customer Recovery Investments

Christof Naumzik; Stefan Feuerriegel: Understanding Consumer Behavior in Electronic Commerce with Image Sentiment

Darius Schlangenotto; Dennis Kundisch: Over-Paid Search: When Bricks-and-Mortar Retailers Should Not Use Paid Search **Best Paper Nominee*

Track 13: Prototype & Experiment

14.02.2017, 13:30-15:00, Raum: 09-010 (Audimax)

Session Chair: Elgar Fleisch

Christian Karl Grund; Michael Schelkle; Max Hurm: Architecture and Evaluation Design of a Prototypical Serious Game for Business Information Visualization

Jan Hendrik Betzing; Moritz von Hoffen; Florian Plenter; Friedrich Chasin; Martin Matzner; Jörg Becker: One Plug at a Time - Designing a Peer-to-Peer Sharing Service for Charging Electric Vehicles

André Dahlinger; Felix Wortmann; Verena Tiefenbeck; Ben Ryder; Bernahrd Gahr: Feldexperiment zur Wirksamkeit von konkretem vs. abstraktem Eco-Driving Feedback
Manuel Zapp; Peter Fettke; Peter Loos: Towards a Software Prototype Supporting Automatic Recognition of Sketched Business Process Models

Sissy-Josefina Ernst; Andreas Janson; Matthias Söllner: Mobiles Lernen für China - eine iterative Prototypenentwicklung

Peter Tinschert; Filipe Barata; Tobias Kowatsch: Enhancing Asthma Control through IT: Design, Implementation and Planned Evaluation of the Mobile Asthma Companion

Dennis M Riehle; Steffen Höhenberger; Rainer Cording; Patrick Delfmann: Live Query - Visualized Process Analysis

Matthias Hauser; Matthias Griebel; Jannis Hanke; Frédéric Thiesse: Empowering Smarter Fitting Rooms with RFID Data Analytics

Track 14: Thought Leadership in Digital Transformation - From Insight to Impact

Session 1

13.02.2017, 13:30-15:00, Raum: 01-111

Session Chair: Daniel Beverungen

Dominik Gutt; Darius Schlangenotto; Dennis Kundisch: You can't buy my rating! On the pivotal effect of an unconditional gift on rating behavior

Simon Jonas Alfano; Nicolas Proellocks; Joscha Märkle-Huss; Stefan Feuerriegel; Dirk Neumann: Setting the Right Tone: How Data Science Enables Investor Communication to Choose the Right Language

Stefan Stieglitz; Milad Mirbabaie; Lara Schwenner; Julian Marx; Janina Lehr; Felix Brünker: Sensemaking and Communication Roles in Social Media Crisis Communication

Session 2

14.02.2017, 11:00-12:30, Raum: 01-111

Session Chair: Susanne Leist

Volker Nissen; Henry Seifert: Ermittlung des Virtualisierungspotenzials von

Beratungsleistungen im Consulting **Best Paper Nominee*

Sebastian Duerr; Heinz-Theo Wagner; Tim Weitzel; Daniel Beimborn: Navigating Digital

Innovation - The Complementary Effect of Organizational and Knowledge Recombination

Nihal Islam; Peter Buxman; Nicole Eling: Why should Incumbent Firms jump on the Start-up

Bandwagon in the Digital Era? - A Qualitative Study

Student Track

Session 1

13.02.2017, 11:00-12:30, Raum: 01-012

Session Chair: Jan vom Brocke

Andreas Günther; Robin Knotte: How to Design Patterns in IS Research – A State-of-the-Art Analysis

Thomas Maier; Sebastian Gronich; Ann-Katrin Rickert; Nikolaus Lipusch: Text Mining in Ideencommunities: Gestaltungsempfehlungen eines Text Mining Artefakts zur Unterstützung der Ideenevaluation

Pascal Stegmann; Marin Zec; Florian Matthes: Assessing the Potential Value of Software-Support for the Venture Creation Process

Andrew Cooney; Timo Zink; Julia Jonas: TOOLS FOR OPEN SERVICE DESIGN: An Analysis into Existing and Future Methodologies

Session 2

13.02.2017, 11:00-12:30, Raum: 01-102

Session Chair: Markus Weinmann

Dennis Eilers; Michael H. Breitner: A Picture is Worth a Thousand Words: Visual Model Evaluation in Data Science Applications **Best Student Paper Nominee*

David Schwarz; Philipp Haas: Die Rolle von Moral Disengagement in Crowdlending

Aybala Ilgili; Andreas Eckhardt: Examining the role of changing organizational culture on IT employees' commitment in M&A – Insights of a case study with a German software

company **Best Student Paper Nominee*

Session 3

13.02.2017, 13:30-15:00, Raum: 01-012

Session Chair: Jan vom Brocke

Mario Porst; Sven Dittes; Stefan Smolnik: Zielgruppendifferenz des gleichzeitigen stationären und Online-Handels: Eine experimentelle Studie am Beispiel des Facebook-Auftritts eines Mode-Einzelhandelsunternehmens

Theodor Beutel; Julia M. Jonas; Kathrin M. Moeslein: Co-Creation and User Involvement in a Living Lab: An Evaluation of Applied Methods

Andrea Quinting; Sebastian Lins; Jakub Szefer; Ali Sunyaev: Advancing the Adoption of a New Generation of Certifications – A Theoretical Model to Explain the Adoption of Continuous Cloud Service Certification by Certification Authorities

Felix Schönhofen; Sixten Schockert: Das Business Model House of Quality: Bewertung plattformbasierter Geschäftsmodelle mit Quality Function Deployment

Session 4

13.02.2017, 13:30-15:00, Raum: 01-102

Session Chair: Markus Weinmann

João Carlos Maciel: The Core Capabilities of Green Business Process Management - A Literature Review **Best Student Paper Nominee*

David Dann; Matthias Hauser; Jannis Hanke: Reconstructing the Giant: Automating the Categorization of Scientific Articles with Deep Learning Techniques **Best Student Paper Nominee*

Damian Kogga; Nicole Krawitz; Fatih Cevik; Sven Brandau; Mahei Manhai Li: Design Prinzipien für Microlearning Croudsourcing-Systeme - Konzept für audiovisuelle Mediengestaltung **Best Student Paper Nominee*