28th Bled eConference
#eWellBeing

BLED eCONFERENCE

UNI BIZ TECH GOV

June 7-10, 2015
Bled, Slovenia

Program
of the 28th Bled eConference

About Bled eConference

Bled eConference attracts speakers and delegates from business, government, information technology providers and universities and is the major venue for researchers working in all aspects of "e". There will be a variety of keynote speakers from industry, government and academe. The conference venue is the Alpine village of Bled, 30 km south of the Austrian border – one of the most beautiful spots imaginable. Expect to learn and play and come away feeling that you have achieved more than you normally would at any conference.

With fresh ideas and complementary themes we would like to establish a creative environment for researchers, government, industry/business representatives and technology providers and an attractive meeting point for discussing new R&D and project ideas, also in the spirit of new Horizon 2020.

The Conference has a wide appeal, offering:
a fully-refereed Research Track, devoted to researchers in all aspects of "e";
ePrototype Students Bazaar, offering the students opportunities to present innovative e- or m-Business ideas, models, prototypes and apps;
Graduate Students Research Consortium, offering the students to present their ongoing master's and PhD study results;
a Business and Government Panel Track which attracts eminent business and government leaders from Europe, the Americas and Asia-Pacific;
Business, Government and Academic Workshops and Meetings offering unparalleled opportunities to think and share with colleagues from around the world;
EU projects dissemination meetings, enabling project partners to connect with other similar projects and to disseminate results to a wider community.

Organized in cooperation with

Living bits and things 2015

ICT TECHNOLOGY NETWORK — INFORMATION AND COMMUNICATION TECHNOLOGIES

Local Transfer
Domen Grah, GRH, d.o.o.
domen@grh.si, www.grh.si
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Registration Desk
Sunday, June 7
17:00-19:00

Monday, June 8-Wednesday, June 10
08:00-17:30

Social Events
Deans' Dinner
Sunday, June 7 at 19:00
Congress Centre, Hotel Golf

Reception and Dinner
Monday, June 8 at 19:00
Infocenter "Triglavska roža", Bled
Departure from Hotel Golf at 19:00

Reception and Dinner
Tuesday, June 9 at 20:00
Hotel Golf

www.bledconference.org

PROGRAM TIMETABLE – Monday, June 8

Location/Time	9:00–10:30	11:00–12:30	14:00–15:30	16:00–17:30
Jupiter I	Opening Plenary I Session #eWellbeing (p. 7)	Plenary Session II (p. 8)	PANEL How to publish your conference paper in a journal? (p. 9)	Students' Bazaar (p. 12)
Libertas			WORKSHOP Modelling the European Data Economy: 'Data Re-use as a model for Europe (p. 10)	PANEL e-Solutions to Cluster Analysis and Knowledge Sharing (p. 13)
Concordia			PANEL Digital Wellness Services for Young Elderly: New Frontiers for Mobile Technology (p. 11)	PANEL eHealth – Towards independent living (p. 14)

PROGRAM TIMETABLE – Tuesday, June 9

Location/Time	9:00–10:30	11:00–12:30	14:00–15:30	16:00–17:30
Jupiter I	RESEARCH eWellness (p. 15)	RESEARCH eHealth & IoT (p. 18)	PANEL eHealth – Security, Privacy and Reliability (p. 21)	WORKSHOP Future University (p. 24)
Libertas	Research Business Model Innovation I (p. 16)	Research Business Model Innovation II (p. 19)	PANEL Business Model Innovation (p. 22)	PANEL Cloud Computing: Towards business e-model enlightenment (p. 25)
Concordia	RESEARCH Social media and big data I (p. 17)	RESEARCH Social media and big data II (p. 20)	RESEARCH Social media and big data III (p. 23)	PANEL Social media for business: Current State and Future Trends (p. 26)

PROGRAM TIMETABLE – Wednesday, June 10

Location/Time	9:00–10:30	11:00–12:30	14:00–15:30	16:00–17:30
Jupiter I	RESEARCH eHealth (p. 27)	RESEARCH Innovations in online and mobile channel (p. 30)		
Jupiter II	RESEARCH Understanding the e-Customer (p. 28)	RESEARCH Impact on people and organizational performance (p. 31)	Graduate Students Consortium (p. 33)	
Libertas	RESEARCH Decision Support & Rules Management (p. 29)	RESEARCH Artefacts and Examples of Applications (p. 32)		

Opening Plenary I Session
#eWellbeing

Hall: Jupiter | 9:00–10:30

Bled eConference Chair
Andreja Pucihar, Associate Professor and Vice Dean for International Cooperation, Faculty of Organizational Sciences, University of Maribor, Slovenia

Living Bits and Things Conference
Tomaž Vidonja, Executive Manager, Competence center Opcomm, Institute Technology Network ICT, Slovenia

Welcome Addresses
Marko Ferjan, Professor & Dean, Faculty of Organizational Sciences, University of Maribor, Slovenia

Igor Tičar, Professor & Rector, University of Maribor, Slovenia

Boris Koprivnikar, Deputy Prime Minister and Minister of Public Administration, Republic of Slovenia

Keynote Speach
Alen Kobilca, Athlete, Slovenia

Bled eConference in 2015 – Overview and Novelty
Roger Bons, Director, Bons Academic Services, TheNetherlands & 2015 Research Track Chair

Bled eConference Outstanding Research Paper Award
Roger Clarke, Principal, Xamax Consultancy Pty Ltd, Australia Visiting Professor, Australian National University & UNSW, Australia & Outstanding Paper Award Committee Chair

Opening Session II

Hall: Jupiter | 11:00–12:30

Chair
Roger Bons, Director, Bons Academic Services,
The Netherlands

Speakers
*The new style of work and the next generation workplace
– will we all end up in the cloud?*
Werner Dorfmeister, Director Mobility and Workplace
Solution Practice worldwide, Hewlett-Packard

*Digital Innovation in Health and Education – Evolution or
Revolution?*
Miroslav Končar, Director, Healthcare and Education
Industry, Oracle ECEMEA

Title to be announced
Russ McKay, Solutions Architect, Internet of Things Europe,
IBM

PANEL
How to Publish Your Conference Paper in a Journal?

Hall: Jupiter I | 14:00–15:30

Co-Chairs
Roger Bons, Director, Bons Academic Services, The Netherlands & 2015 Bled eConference Research Track Chair

Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands & 2015 Bled eConference Research Track Co-Chair

Andreja Pucihar, Associate Professor, Faculty of Organizational Sciences, University of Maribor, Slovenia & 2015 Bled eConference PC Chair

Panelist
Hans-Dieter Zimmermann, Co-Editor in Chief
Electronic Markets - The International Journal on Networked Business,

Narciso Cerpa, Editor in Chief
Journal of Theoretical and Applied Electronic Commerce Research

Nilmini Wickramasinghe, Editor in Chief
International Journal of Biomedical Engineering and Technology

Jože Zupančič, Editor in Chief
Organizacija – Journal of Management, Informatics and Human Resources

WORKSHOP
Modelling the European Data Economy:
"Data Re-use as a Model for Europe"

Hall: Libertas | 14:00–15:30

Co-chairs
Daniel Bachlechner, Senior Researcher
Fraunhofer ISI, Germany

Sven Abels, CEO
ASCORA GmbH, Germany

Helena Uršič, LL.M., Researcher
Leiden University, Centre for Law and Digital Technologies,
The Netherlands

PANEL
Digital Wellness Services for Young Elderly: New Frontiers for Mobile Technology

Hall: Concordia | 14:00–15:30

Chair
Christer Carlsson, Professor
IAMSR/Åbo Akademi University, Finland

Panelist
Harry Bowman, Professor
TU Delft, The Netherlands & IAMSR/Åbo Akademi University, Finland

Doug Vogel, Professor
Harbin Institute of Technology, China

Pirkko Walden, Professor
IAMSR/Åbo Akademi University, Finland

Professor Rene W. Wagenaar
ePrototype Bazaar

Hall: Jupiter I | 16:00–17:30

Co-chairs
Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands

Presenters
WoShi: Mobile worker scheduling
Simon Cvetek, Darja Štagar, Faculty of Organizational Sciences, University of Maribor, Slovenia

Happly: Connecting elderly and volunteers
Lior van Dam, Michelle de Groot, Maaike van Heek, Arne van Tilburg, Vincent de Wit, HU University of Applied Sciences Utrecht, The Netherlands

Kornuit: Connecting autistic people
Cindy Jong, Maurits van de Lagemaat, HU University of Applied Sciences Utrecht, The Netherlands

GoCoach: Supporting sport coaches and trainees
Mitja Rozman, Andrej Zupan, Matevž Oman, Faculty of Organizational Sciences, University of Maribor, Slovenia

GlobalCulture: Culture at your fingertips
Layal Storms, Vera Koopmans, Merel Wintjens, Nahom Nahom Isaac Michael, HU University of Applied Sciences Utrecht, The Netherlands

PANEL
e-Solutions to Cluster Analysis
and Knowledge Sharing

Hall: Libertas | 16:00–17:30

Chair
Michael Walsh, Cluster Manager
it@cork European Tech Cluster, Ireland

Panelists
Marc Pattinson, Manager
Inno Group, Sophia Antipolis, France

John Hobbs, Senior Lecturer
Department of Management &
Enterprise Cork Institute of Technology, Ireland

Tamara Högler, Head of Innovations and International Affairs, CyberForum e.V., Germany

Darja Radić, Project Manager
Automotive Cluster of Slovenia

PANEL
eHealth – Towards Independent Living

Hall: Concordia | 16:00–17:30

Co-chairs
Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia

Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Panelist
Luuk P. A. Simons, Professsor
Delft University of Technology, The Netherlands

Vladislav Rajković, Professor Emeritus
University of Maribor, Slovenia

Mateja Sajovic, Head of IT infrastructure, University Medical Center Ljubljana

Vesna Prijatelj, Business director of Independent hospitals of University Medical Center Ljubljana, Slovenia

Igor Košir, Strategic programs director, Smartcom, Slovenia

RESEARCH
eWellness

Hall: Jupiter I | 9:00-10:30

Chair
Christer Carlsson, Professor, IAMSR/Åbo Akademi University, Finland

Presenters
Digital Wellness for Young Elderly: Research Methodology and Technology Adaptation
Christer Carlsson, IAMSR/Åbo Akademi University, Finland
Pirkko Walden, IAMSR/Åbo Akademi University, Finland

Aggregating Community Resources of Care and Assistance Services for Elderly Population
Maria Manuela Cruz-Cunha, Polytechnic Institute of Cávado and Ave, Portugal
Isabel Maria Ferreira Miranda, Municipality of Guimarães, Portugal
Ricardo Simoes, Polytechnic Institute of Cávado and Ave, Portugal
João Varajão, University of Minho, Portugal

Fuzzy optimization to improve mobile wellness applications for young-elderly
József Mezei, Institute for Advanced Management Systems Research (IAMSR), Åbo Akademi University, Finland & RiskLab Finland, Arcada University of Applied Sciences, Finland
Shahrokh Nikou, Institute for Advanced Management Systems Research (IAMSR), Åbo Akademi University, Finland

RESEARCH
Business Model Innovation I

Hall: Libertas | 9:00–10:30

Chair
Roger Bons, Director, Bons Academic Services, The Netherlands & 2015 Research Track Chair

Presenters
Business Modelling Agility: Turning ideas into business
Jukka Heikkilä, University of Turku, Finland
Marikka Heikkilä, University of Turku, Finland
Harry Bouwman, TU Delft, The Netherlands & Åbo Akademi, Finland

Digital Business Engineering: Methodological Foundations and First Experiences from the Field
Boris Otto, TU Dortmund University, Germany
Rieke Bärenfänger, University of St. Gallen, Switzerland
Sebastian Steinbuß, Fraunhofer ISST, Germany

Two birds with one stone. An economically viable solution for linked open data platforms
Riccardo Bonazzi, University of Applied Sciences Western Switzerland (HES-SO), Switzerland
Zhan Liu, University of Applied Sciences Western Switzerland (HES-SO), Switzerland

RESEARCH
Social Media and Big Data I

Hall: Concordia | 9:00–10:30

Co-chairs
  Jari Salo, Professor, Oulu Business School, Finland

  Hans-Dieter Zimmermann, Professor, FHS St. Gallen, Switzerland

Presenters
  Social CRM performance dimensions: A resource-based view and dynamic capabilities perspective
  Nicolas S. Wittkuhn, University of St. Gallen, Switzerland
  Tobias Lehmkuhl, University of St. Gallen, Switzerland
  Torben Küpper, University of St. Gallen, Switzerland
  Reinhard Jung, University of St. Gallen, Switzerland

  Crowdsourcing in Software Development: A State-of-the-Art Analysis
  Niklas Leicht, University of St. Gallen, Switzerland
  David Durward, Kassel University, Germany
  Ivo Blohm, University of St. Gallen, Switzerland
  Jan Marco Leimeister, University of St. Gallen, Switzerland

  Information Quality and Business Intelligence & Analytics
  Jed Corcoran, J. E. Cairnes School of Business & Economics, NUI Galway, Ireland
  Murray Scott, J. E. Cairnes School of Business & Economics, NUI Galway, Ireland

RESEARCH
eHealth & IoT

Hall: Jupiter I | 11:00–12:30

Co-chairs
Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia

Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Presenters
Standardisation of risk screening processes in healthcare through business rules management
Joris Mens, HU University of Applied Sciences Utrecht, The Netherlands
Sander Luiten, HU University of Applied Sciences Utrecht, The Netherlands
Yannick Driel, HU University of Applied Sciences Utrecht, The Netherlands
Kobus Smit, HU University of Applied Sciences Utrecht, The Netherlands
Pascal Ravesteyn, HU University of Applied Sciences Utrecht, The Netherlands

Application of Lifetime Electronic Health Records: Are we ready yet?
Kai Gand, Technische Universität Dresden, Germany
Peggy Richter, Technische Universität Dresden, Germany
Werner Esswein, Technische Universität Dresden, Germany

Buying-off privacy concerns for mobility services in the Internet-of-things era: A discrete choice experiment on the case of mobile insurance
Sebastian Derikx, Delft University of Technology, The Netherlands
Mark De Reuver, Delft University of Technology, The Netherlands
Maarten Kroesen, Delft University of Technology, The Netherlands
Harry Bouwman, Delft University of Technology, The Netherlands & IAMSR Åbo Akademi University, Finland

RESEARCH
Business Model Innovation II

Hall: Libertas | 11:00–12:30

Chair
Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands & 2015 Bled eConference Research Track Co-Chair

Presenters
More than a gut feeling: Ensuring your inter-organizational business model works
Cristina Chuva Costa, Institute Polytechnic of Coimbra, ISEC & CISUC, Department of Informatics Engineering, University of Coimbra, Portugal
Paulo Rupino da Cunha, CISUC, Department of Informatics Engineering, University of Coimbra, Portugal

The Bitcoin Phenomenon Analysis
Boris Tomaš, Faculty of Organization and Informatics, Croatia
Ivan Švogor, Faculty of Organization and Informatics, Croatia

Towards an Artifact-Oriented Requirements Engineering Model for Developing Successful Products, Services, and Systems: Identification of Model Requirements
Christian Ruf, University of St.Gallen Institute of Information Management, Switzerland

RESEARCH
Social Media and Big Data II

Hall: Concordia | 11:00–12:30

Co-chairs
  Jari Salo, Professor, Oulu Business School Finland

  Hans-Dieter Zimmermann, Professor, FHS St. Gallen, Switzerland

Presenters
  Social CRM Performance Model: An Empirical Evaluation
  Torben Küpper, University of St. Gallen, Switzerland
  Tobias Lehmkuhl, University of St. Gallen, Switzerland
  Nicolas Wittkuhn, University of St. Gallen, Switzerland
  Alexander Wieneke, University of St. Gallen, Switzerland
  Reinhard Jung, University of St. Gallen, Switzerland

  The Effects of Brand Engagement in Social Media on Share of Wallet
  Heikki Karjaluoto, University of Jyväskylä, Finland
  Juha Munnukka, University of Jyväskylä, Finland
  Severi Tiensuu, Dagmar Oy, Finland

  Quasi-Empirical Scenario Analysis and Its Application to Big Data Quality
  Roger Clarke, Xamax Consultancy Pty Ltd, Australia & Visiting Professor, Research School of Computer Science, ANU, Canberra & Visiting Professor, Faculy of Law, UNSW Sydney

PANEL
eHealth – Security, Privacy and Reliability

Hall: Jupiter I | 14:00–15:30

Co-chairs
  Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia

  Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Panelist
  Urban Schrott, IT Security and Cybercrime Analyst, ESET Ireland, Safetica UK & Ireland

  Vladislav Rajković, Professor Emeritus University of Maribor, Slovenia

  Igor Košir, Strategic progams director, Smartcom, Slovenia

  Navin Sewberath Misser, University Medical Centre Utrecht / HU University of Applied Sciences, The Netherlands

PANEL
Business Model Innovation

Hall: Libertas | 14:00-15:30

Chair
Christer Carlsson, Professor
IAMSR/Åbo Akademi University, Finland

Panelist
Harry Bowman, Professor
TU Delft, The Netherlands & IAMSR/Abo Akademi University, Finland

Jukka Heikkila, Professor, University of Turku, Finland

Timber Haaker, Innovalore, The Netherlands

Representative from Evolaris, Austria (to be confirmed)

RESEARCH
Social Media and Big Data III

Hall: Concordia | 14:00–15:30

Co-chairs

Jari Salo, Professor, Oulu Business School Finland

Hans-Dieter Zimmermann, Professor, FHS St. Gallen, Switzerland

Presenters

A Firm's Activity in Social Media and Its Relationship with Corporate Reputation and Firm Performance
Heikki Karjaluoto, University of Jyväskylä, Finland
Hanna Mäkinen, University of Jyväskylä, Finland
Joel Järvinen, University of Jyväskylä, Finland

Online Dating Sites: A tool for romance scams or a lucrative e-business model?
Mohini Singh, RMIT University, Australia
Margaret Jackson, RMIT University, Australia

Assessment Schema for Social CRM Tools: An Empirical Investigation
Torben Küpper, University of St. Gallen, Switzerland
Alexander Wieneke, University of St. Gallen, Switzerland
Nicolas Wittkuhn, University of St. Gallen, Switzerland
Tobias Lehmkuhl, University of St. Gallen, Switzerland
Reinhard Jung, University of St. Gallen, Switzerland

WORKSHOP
Future University

Hall: Jupiter I | 16:00–17:30

Co-chairs
Mirjana Kljajić Borštnar, Assistant Professor & Vice Dean for Research, Faculty of Organizational Sciences, University of Maribor, Slovenia

Andreja Pucihar, Associate professor & Vice dean for international cooperation, Faculty of Organizational Sciences, University of Maribor, Slovenia

Presenters
Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands

Roger Bons, Director, Bons Academic Services, The Netherlands & 2015 Research Track Chair

Tomi Ilijaš, Director, Arctur, Slovenia

Amira Mujanović, Blaž Sašek, Students, University of Maribor, Slovenia

Rok Kepa, Blaž Vidmar, Students, University of Ljubljana, Slovenia

Information Literacy of Students: Preliminary Results of a Survey on a Slovenian Sample
Alenka Baggia, Mirjana Kljajić Borštnar, Andreja Pucihar, Danica Dolničar, Tomaž Bartol, Andrej Šorgo, Bojana Boh in cooperation with **Saša Aleksej Glažar, Vesna Ferk Savec, Mojca Juriševič, Blaž Rodič, Irena Sajovic, Margareta Vrtačnik**

PANEL
Cloud Computing: Towards Business e-Model Enlightenment

Hall: Libertas | 16:00–17:30

Chair
Trevor Clohessy, Researcher
Lero - The Irish Software Research Centre, National University of Ireland Galway, Ireland

Panelist
Thomas Acton, Head of School of Business & Economics
National University of Ireland Galway, Ireland

Lorraine Morgan, Senior Researcher
Lero - The Irish Software Research Centre, National University of Ireland Galway, Ireland

Barry Reddan, Senior Manager
Hewlett Packard

Ultan Sharkey, CEO
Sharkey Consulting, Ireland

PANEL
Social Media for Business:
Current State and Future Trends

Hall: Concordia | 16:00–17:30

Co-chairs
Jari Salo, Professor, Oulu Business School, Finland

Hans-Dieter Zimmermann, Professor, FHS St. Gallen, Switzerland

Panelist
Gregor Zupan, Information Society, Statistical Office of the Republic of Slovenia

Marko Perme, Director, Agilcon, Slovenia

Urban Schrott, IT Security and Cybercrime Analyst, ESET Ireland, Safetica UK & Ireland

RESEARCH
eHealth

Hall: Jupiter I | 9:00-10:30

Co-chairs
Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia

Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Presenters
The Effect of e-Mental Health Services on Saudi General Mental Health
Bader Binhadyan, Ministry of Education, Saudi Arabia
Konrad Peszynski, RMIT, Australia
Nilmini Wickramasinghe, Epworth Research Institute, Australia

The role of IT governance in generating business value from IT investments in healthcare: Lessons from an Australian experience
Peter Haddad, RMIT University and Epworth Healthcare, Australia
Nilmini Wickramasinghe, Deakin University and Epworth Healthcare, Australia

Design Lessons from an RCT to Test Efficacy of a Hybrid eHealth Solution for Work Site Health
Luuk P.A. Simons, Delft University of Technology, The Netherlands
David van Bodegom, Leyden Academy of Vitality and Aging, LUMC, The Netherlands
Adrie Dumaij, Delft University of Technology, The Netherlands
Catholijn Jonker, Delft University of Technology, The Netherlands

RESEARCH
Understanding the e-Customer

Hall: Jupiter II | 9:00–10:30

Chair
Roger Bons, Director, Bons Academic Services, The Netherlands

Presenters
Why Buy Virtual Helmets and Weapons? Introducing a Typology of Gamers
Lauri Frank, Agora Center, University of Jyväskylä, Finland
Markus Salo, Department of CS and IS, University of Jyväskylä, Finland
Anssi Toivakka, Department of CS and IS, University of Jyväskylä, Finland

Designing Tablet Banking Apps for High-Net-Worth Individuals: Specifying Customer Requirements with Prototyping
Christian Ruf, Univesity of St. Gallen, Institute of Information Management, Switzerland
Andrea Back, Univesity of St. Gallen, Institute of Information Management, Switzerland
Henk Andreas Weidenfeld, Laboremus, Norway

RESEARCH
Decision Support & Rules Management

Hall: Libertas | 9:00-10:30

Chair
Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands

Presenters
Financial Market Surveillance Decision Support:
An Explanatory Design Theory
Irina Alić, University of Göttingen, Germany

Cloud Oriented Business Process Outsourcing using Business Rule Management
Jeroen van Grondelle, Jeroen van Grondelle Ecosystems & HU University of Applied Sciences, The Netherlands
Rudolf Liefers, Liefers Consultancy, The Netherlands
Johan Versendaal, HU University of Applied Sciences, Open University of the Netherlands, The Netherlands

A Classification of Modification Categories for Business Rules
Martijn Zoet, HU University of Applied Sciences Utrecht, The Netherlands
Koen Smit, HU University of Applied Sciences Utrecht, The Netherlands & Utrecht University Graduate School of Natural Scieces, The Netherlands
Sam Leewis, HU University of Applied Sciences Utrecht, The Netherlands

RESEARCH
Innovations in Online and Mobile Channels

Hall: Jupiter I | 11:00–12:30

Chair
  Pirkko Walden, Professor
  IAMSR/Abo Akademi University, Finland

Presenters
  Understanding Online Channel Expansion in a SME Context: A Business Model Perspective
  John Jeansson, Linnaeus University, Kalmar, Sweden
  Shahrokh Nikou, IAMSR/Åbo Akademi University, Turku, Finland
  Rune Gustavsson, KTH, Stockholm, Sweden
  Siw Lundqvist, Linnaeus University, Sweden
  Leif Marcusson, Linnaeus University, Sweden
  Anna Sell, IAMSR/Åbo Akademi University, Turku, Finland
  Pirkko Walden, IAMSR/Åbo Akademi University, Turku, Finland

  Integration of machine learning insights into organizational learning - A case of B2B sales forecasting
  Marko Bohanec, Salvirt d.o.o., Slovenia
  Mirjana Kljajić Borštnar, University of Maribor, Faculty of Organizational Sciences, Slovenia
  Marko Robnik-Šikonja, University of Ljubljana, Faculty of Computer and Information Science, Slovenia

  Ontology based Multi-Agent System for the Handicraft Domain E-Bartering
  Rahma Dhaouadi, SOIE, Institut Supérieur de Gestion, Université de Tunis, Tunisia
  Kais Ben Salah, SOIE, Institut Supérieur de Gestion, Université de Tunis, Tunisia
  Achraf Ben Miled, SOIE, Institut Supérieur de Gestion, Université de Tunis, Tunisia
  Khaled Ghedira, SOIE, Institut Supérieur de Gestion, Université de Tunis, Tunisia

RESEARCH
Impact on People and Organizational Performance

Hall: Jupiter II | 11:00–12:30

Chair
Roger Bons, Director, Bons Academic Services, The Netherlands

Presenters

Human oriented performance management: Is there a gap between executives and non-executives?
Benny M.E. De Waal, HU University of Applied Sciences Utrecht, the Netherlands
Pieter T. Hofste, HU University of Applied Sciences Utrecht, the Netherlands
Jeffrey Benthem, HU University of Applied Sciences Utrecht, the Netherlands
Jean-Luc J.N.T. Bonnier, HU University of Applied Sciences Utrecht, the Netherlands
Rob Ter Hedde, HU University of Applied Sciences Utrecht, the Netherlands

Mobile Business with Smartphones and Tablets: Effects of Mobile Devices in SMEs
Michael H. Quade, University of Applied Sciences and Arts Northwestern Switzerland FHNW, Switzerland
Uwe Leimstoll, University of Applied Sciences and Arts Northwestern Switzerland FHNW, Switzerland

Women and ICT: exploring obstacles and enablers of a possible career
Ruxanda Berghi, Bocconi University, Italy
Paola Bielli, Bocconi University, Italy

RESEARCH
Artefacts and Examples on Applications

Hall: Libertas | 11:00-12:30

Chair
Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands

Presenters
What are the factors that influence the success of the BiSL framework for business information management?
Frank Van Outvorst, The Lifecycle Company / ASL/BiSL Foundation, the Netherlands
Jelle Van Dam, HU University of Applied Sciences Utrecht, The Netherlands
Maurits Methorst, HU University of Applied Sciences Utrecht, the Netherlands
Sjoerd Spée, HU University of Applied Sciences Utrecht, The Netherlands
Erwin Van Steijn, HU University of Applied Sciences Utrecht, The Netherlands
Benny M.E. De Waal, HU University of Applied Sciences Utrecht, The Netherlands

Supporting Financial Market Surveillance: An IT Artifact Evaluation
Irina Alić, University of Göttingen, Germany

Linking Threat Avoidance and Security Adoption: A Theoretical Model For SMEs
Sean Browne, National University of Ireland Galway, Ireland
Michael Lang, National University of Ireland Galway, Ireland
Willie Golden, National University of Ireland Galway, Ireland

Graduate Students' Consortium

Hall: Libertas | 14:00–17:30

Co-chairs
  Doug Vogel, Harbin Institute of Technology, China

  Heinz Dreher, Curtin University, Australia

Full paper presenters
  Design and Application of a Methodology for Unstructured Data Automated Analysis in Word-of-Mouth
  Lucie Šperková, University of Economics in Prague, The Czech Republic

  Analytics on Feedback Creation: The Application of Learning Analytics on Formative Assessments
  Justian Knobbout, Utrecht University of Applied Sciences, The Netherlands

  A conceptual framework for service system interaction
  Buddhi Pathak, Henley Business School, University of Reading, United Kingdom

  Social CRM adoption and its influence on organizational performance - SMEs perspective
  Marjeta Marolt, Faculty of Organizational Sciences, University of Maribor, Slovenia

Abstract presenters
  Investigating the Impact of Cloud Computing on Service Providers' Business Models and Strategy Formulation
  Trevor Clohessy, National University of Ireland Galway, Ireland

  Research plan 'Optimising implementations of innovations in Operating Room Processes'
  Navin Sewberath Misser, University Medical Centre Utrecht / HU University of Applied Sciences, The Netherlands

Discussants

Roger Bons, Director, Bons Academic Services, The Netherlands

Johan Versendaal, Professor of Extended Enterprise Studies, Research Centre Technology & Innovation, HU University of Applied Sciences Utrecht & Professor of E-Business, Faculty of Management, Science and Technology, Open University of the Netherlands & 2015 Bled eConference Research Track Co-Chair

Mirjana Kljajić Borštnar, Assistant professor, Faculty of Organizational Sciences, University of Maribor, Slovenia

Andreja Pucihar, Associate professor, Faculty of Organizational Sciences, University of Maribor, Slovenia

Conference Chairs

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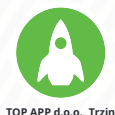Mirjana Kljajić Borštnar, Faculty of Organizational Sciences, University of Maribor, Slovenia

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