



University of Maribor

Faculty of Organizational Sciences

## 30<sup>th</sup> Bled eConference

Digital Transformation –  
From Connecting Things to  
Transforming Our Lives



June 18 - 21, 2017

Bled, Slovenia

Program of the  
30<sup>th</sup> Bled eConference

## About Bled eConference

Bled eConference has been shaping electronic interactions since 1988. It 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”.

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;
- PhD Students Research Consortium, offering the students to present their ongoing PhD study results;
- Business, Government and Academic Panels, Workshops and Meetings offering unparalleled opportunities to discuss, share and learn 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



INFORMATION AND  
COMMUNICATION  
TECHNOLOGIES

## Local Transfer

**Domen Grah**, GRH, d.o.o.  
*domen@grh.si, www.grh.si*  
*m: +386 41 376 964*

## Registration Desk

**Sunday, June 18**  
18:00-20:00

## Monday, June 19 - Wednesday, June 21

08:00-17:30

## Social Events

### Deans' Reception

Sunday, June 18 at 19:00  
*Congress Centre, Hotel Golf*

### Reception and Dinner

Monday, June 19  
Vila Podvin, Mošnje  
*Bus departure from Hotel Golf at 19:00*

### Reception and Dinner

Tuesday, June 20 at 20:00  
*Hotel Golf*



## PROGRAM TIMETABLE - Monday, June 19

Hall/Time	9:00-10:30	11:00-12:30	14:00-15:30	16:00-17:30
Jupiter I	OPENING PLENARY SESSION (page 7)	PLENARY SESSION 30 years of Bled eConference: From Past to Future (page 8)		RESEARCH eHealth I (page 10)
Concordia			Digital Forum (page 9)	RESEARCH Digital Wellness I (page 11)
Libertas				PANEL WATIFY: Modernisation of Europe's industry (page 12)

**PROGRAM TIMETABLE - Tuesday, June 20**

Hall/Time	9:00-10:30	11:00-12:30	14:00-15:30	16:00-17:30
<b>Jupiter I</b>	RESEARCH Social Media & Big Data I (page 13)	RESEARCH Social Media & Big Data II (page 16)	RESEARCH Research Track I (page 19)	STUDENTS BAZAAR (page 23)
<b>Concordia</b>	RESEARCH eHealth II (page 14)	PERMIDES: Digital Health Forum (page 17)	PANEL eHealth and Block Chain Technology (page 20)	PANEL Dark Side of eHealth (page 24)
<b>Libertas</b>	RESEARCH Digital Transformation (page 15)	RESEARCH Business Models (page 18)	RESEARCH Research Track II (page 21)	
<b>Aurora</b>			WORKSHOP ENVISION Workshop for SMEs Platform and Tools for Business Model Innovation (page 22)	

**PROGRAM TIMETABLE - Wednesday, June 21**

Hall/Time	9:00-10:30	11:00-12:30	14:00-15:30	16:00-17:30
Jupiter I	RESEARCH Education in Digital Economy (page 25)	RESEARCH Education in Digital Economy II (page 28)		
Concordia	RESEARCH Research Track III (page 26)	RESEARCH Research in Progress (page 29)		
Libertas	RESEARCH eHealth III (page 27)	RESEARCH Digital Wellness II (page 30)	PhD Consortium (page 31)	

## OPENING PLENARY SESSION

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

### Bled eConference Chair

**Andreja Pucihar**, Associate Professor, Faculty of Organizational Sciences, University of Maribor, Slovenia

### Living Bits and Things Conference Chair

**Tomaž Vidonja**, Executive Manager, Competence center Opcomm, Institute Technology Network ICT, Slovenia

### Welcome Addresses

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

**Iztok Podbregar**, Professor & Dean, Faculty of Organizational Sciences, University of Maribor, Slovenia

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

### Keynote Speakers

*The Next 30 Years: Transforming Digital Policy and Digital Business. And what you can do about it*

**Paul Timmers**, Former Director European Commission – Digital Society, Trust & Cybersecurity

*Emerging Tech: The Next Frontier*

**Dejan Ljuština**, Member of the Management Board, PwC, Croatia

### Research Track Chair

**Christian Kittl**, Managing Director, evolaris next level, Austria

### Best Paper Award Chairs

**Roger Clarke**, Principal, Xamax Consultancy Pty Ltd. & Visiting Professor, Research School of Computer Science, Australian National University & Visiting Professor, UNSW Law, Sydney, Australia

**Roger Bons**, Professor, FOM Hochschule, Germany

Monday, June 19, 2017

---

## PLENARY SESSION

### 30 Years of Bled eConference: From Past to Future

Hall: Jupiter I | 11:00-12:30

#### **Moderator**

**Doug Vogel**, Professor, Harbin Institute of Technology, China

#### **Discussants**

**Christer Carlsson**, Professor, Åbo Akademi University, Finland

**Roger Clarke**, Principal, Xamax Consultancy Pty Ltd. & Visiting Professor, Research School of Computer Science, Australian National University & Visiting Professor, UNSW Law, Sydney, Australia

**Jože Gričar**, Professor Emeritus, University of Maribor Slovenia

**Paul Timmers**, Former Director European Commission – Digital Society, Trust & Cybersecurity

**Pirkko Walden**, Professor, Åbo Akademi University, Finland



Monday, June 19, 2017

---

## Digital Forum

Hall: Concordia | 14:00-16:00

In the occasion of 30th anniversary, the Bled eConference community will continue with its activity called "digital forum". The digital forum brings together representatives of business, governments, education, ICT providers and societies with the responsibility of addressing challenges of digital economy and society.

The digital forum will be organized in a "world cafe" format. The result of the digital forum will be a new manifesto with recommended actions for achieving better economic and social growth and higher wellbeing of citizens around the world.

*Every participant is kindly invited to join us and contribute to shape better society for all!*

In cooperation with:



University of Maribor

Faculty of Organizational Sciences

## SRIP Smart Cities and Communities



REPUBLIC OF SLOVENIA  
MINISTRY OF ECONOMIC DEVELOPMENT  
AND TECHNOLOGY

*The investment is co-financed by the Republic of Slovenia and the European Union under European Regional Development Fund.*

## RESEARCH eHealth I

Hall: Jupiter I | 16:00-17:30

### Co-chairs

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

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

### Presenters

*A systematic approach to terahertz-based glucose monitoring*

**Sasan Adibi, Lemai Nguyen**, Deakin University, Australia

**Andreas Hamper, Freimut Bodendorf**, The University of Erlangen-Nuremberg, Germany

**Nilmini Wickramasinghe**, Epworth HealthCare & Deakin University, Australia

*Diabetes Lifestyle (e)Coaching 50 weeks follow up; Technology Acceptance & e-Relationships*

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

**Hanno Pijl, John Verhoef, Hildo J. Lamb**, Leiden University Medical Center, The Netherlands

**Ben Van Ommen**, TNO, The Netherlands

**Bas Gerritsen**, Health Coach Program, The Netherlands

**Maurice Bizino, Marieke Snel**, Leiden University Medical Center, The Netherlands

**Ralph Feenstra**, Health Coach Program, The Netherlands

**Catholijn Jonker**, Delft University of Technology, The Netherlands

*Behaviour Intentions to Use RFID Subcutaneous Microchips: A cross-sectional Slovenian perspective*

**Borut Werber, Alenka Baggia, Anja Žnidaršič**, University of Maribor, Slovenia

Monday, June 19, 2017

---

## RESEARCH Digital Wellness I

Hall: Concordia | 16:00-17:30

### Chair

**Christer Carlsson**, Åbo Akademi University, Finland

### Presenters

*Wellness Technology Use in Everyday Life: A Diary Study*

**Tuomas Kari, Eeva Kettunen, Panu Moilanen, Lauri Frank**, University of Jyväskylä, Finland

*Personalizing Narratives to Support Motivation for Physical Activity*

**Olli Korhonen, Michael Oduor, University of Oulu**, Finland

**Minna Isomursu**, IT University of Copenhagen, Denmark

*Activity Trackers Influencing Motivation and Awareness: Study Among Fitness Centre Members*

**Eeva Kettunen, Tuomas Kari, Maria Chasandra, Will Critchley, Umut Doğan**, University of Jyväskylä, Finland

## PANEL

# WATIFY: Modernisation of Europe's Industry

Hall: Libertas | 16:00-17:30

### Chair

**Lydia Montandon**, Research & Innovation Business Development Director, Atos, Spain

### Presenters

*Digital index of enterprises in EU*

**Gregor Zupan**, Republic of Slovenia Statistical Office, Slovenia

*Digitalization and SME: Vision vs. Reality*

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

*Fostering CloudHPC for SMEs demand using HPC4SME Assessment Tool - success stories*

**Tomi Ilijaš**, Arctur, Slovenia

*Big Data – Big Challenge for Public Administration – Experiences of Pilot Project in Ministry of Public Administration of Republic Slovenia*

**Karmen Kern Pipan, Jurij Bertok, Igor Kotnik**, Ministry of Public Administration of Republic of Slovenia, Slovenia

*SRIP – Strategic Research & Innovation Partnership for Smart Cities and Communities*

**Martin Pečar**, Institut Jožef Stefan, Slovenia

*Title to be announced*

**Marko Praprotnik**, SmartIS, Slovenija

## RESEARCH

### Social Media & Big Data I

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

#### Co-chairs

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

**Helen Cripps**, Edith Cowan University, Australia

#### Presenters

*The appraisal of Facebook online community: An exposition of mobile commerce in social media reviews*

**Sunday Adewale Olaleye**, University of Oulu, Finland

**Ismaila Temitayo Sanusi**, University of Eastern Finland, Finland

**Jari Salo**, University of Helsinki, Finland

*Do Online Travel Communities Matter? A Literature Review*

**Dandison C. Ukpabi**, University of Jyväskylä, Finland

**Ukamaka D. Onyenucheya**, University of Plymouth, United Kingdom

**Heikki Karjaluoto**, University of Jyväskylä, Finland

*Cultural Values Inherent in the Design of Social Media Platforms: A Case Study of WeChat*

**Shahper Vodanovich**, Auckland University of Technology, New Zealand

**Brad McKenna**, University of East Anglia, United Kingdom

**Wenjie Cai**, University of Surrey, United Kingdom

## RESEARCH eHealth II

Hall: Concordia | 9:00-10:30

### Co-chairs

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

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

### Presenters

*Combining digitization with healthcare service processes: Value co-creation opportunities through standard work*

**Katja Rantala, Heikki Karjaluoto**, Jyväskylä University, Finland

*Developing a Mobile Application for Managing Anaphylaxis: Discovering Critical Success Factors*

**Koen Smit, Joris Mens, Matthijs Berkhout**, HU University of Applied Sciences Utrecht, The Netherlands

*Understanding new emerging technologies through Hermeneutics. An example from mHealth*

**Zaid Zekiria Sako, Sasan Adibi**, Deakin University, Australia

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

*Serious Games in Healthcare: Results from a Systematic Mapping Study*

**Tanja Korhonen, Raija Halonen**, University of Oulu, Finland

Tuesday, June 20, 2017

---

## RESEARCH

### Digital Transformation

Hall: Libertas | 9:00-10:30

#### Chair

**Christian Kittl**, evolaris next level, Austria

#### Presenters

*The Impact of Cloud-Based Digital Transformation on ICT Service Providers' Strategies*

**Trevor Clohessy, Thomas Acton, Lorraine Morgan**,  
National University of Ireland Galway, Ireland

*Conceptualizing Digital Transformation in Business Organizations: A Systematic Review of Literature*

**Resego Morakanyane, Audrey Grace, Phillip O'Reilly**,  
University College Cork, Ireland

*Analysing Digital Transformation among Hungarian Organizations*

**Péter Fehér, Zoltán Szabó, Krisztián Varga**, Corvinus  
University of Budapest, Hungary

## RESEARCH Social Media & Big Data II

Hall: Jupiter I | 11:00-12:30

### Co-chairs

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

**Helen Cripps**, Edith Cowan University, Australia

### Presenters

*Propensity to Click on Suspicious Links: Impact of Gender, of Age, and of Personality Traits*

**Frantisek Sudzina**, Aalborg University, Denmark

**Antonin Pavliček**, University of Economics, Czech Republic

*Customer Context and Social CRM: A Literature review and research agenda*

**Matthias Wittwer, Olaf Reinhold, Rainer Alt**, Leipzig University, Germany

*Coupons from Deal Sites as Gifts: Impact of Gender, of Age, and of Personality Traits*

**Antonin Pavliček**, University of Economics, Czech Republic

**Frantisek Sudzina**, Aalborg University, Denmark



## PERMIDES: Digital Health Forum

### Digitalizing Personalized Medicine: Novel Projects and Collaborations

Hall: Concordia | 11:00-12:30

#### **11:00-11:05**

*Opening & Introduction by Chairs*

**Tamara Hoegler**, Innovation & International Affairs,  
Cyberforum Germany; Consortium Lead PERMIDES  
**Juergen Seitz**, Baden-Wuerttemberg Cooperative State  
University, Germany

#### **11:05-11:25**

*PERMIDES EU Project: Creating and funding novel  
collaborations between biopharma and IT companies:  
Background, funding opportunities and upcoming events*

**Simon Schnaiter** – Oncotyrol

#### **11:25-11:40**

*Case 1 – Leveraging the Permides Platform to identify new  
collaboration partners*

**Josef Scheiber**, CEO Biovariance

#### **11:40 – 11:55**

*Case 2 – Unlocking Health Data from current Personalised  
Medicine Services*

**Jon-Bendik Thue**, CEO, MyHere

#### **11:55 – 12:10**

*Case 3 –Enabling standardized TeleDermatology and objective  
Drug R&D*

**Harald Schnidar** – CEO, Scarletred

#### **12:10 – 12:30**

*Panel discussion including audience, presenters and PERMIDES  
Consortium*

Moderation: **Tamara Hoegler**

## RESEARCH Business Models

Hall: Libertas | 11:00-12:30

### Chair

**Andreja Pucihar**, University of Maribor, Slovenia

### Presenters

*Innovation in micro, small and medium sized enterprises:  
New Product Development, Business Model Innovation and  
Effectuation*

**Jukka Heikkilä, Marikka Heikkilä**, University of Turku,  
Finland

*Reviewing Organizational Design Components for Digital  
Business Strategy*

**Timo Weinrich**, University of Goettingen, Germany

*Use of Facebook and Google Platforms for SMEs Business  
Model Innovation*

**Rimantas Gatautis, Elena Vitkauskaitė**, Kaunas University  
of Technology, Lithuania

**Mark de Reuver**, Delft University of Technology, The  
Netherlands

*Characterization of Business Model research: Bibliometric  
analysis and the future agenda*

**Ivan Župič, Marko Budler, Peter Trkman**, Faculty of  
Economics, University of Ljubljana, Slovenia

## RESEARCH Research Track I

Hall: Jupiter I | 14:00-15:30

### Chair

**Pascal Ravesteijn**, HU University of Applied Sciences  
Utrecht, The Netherlands

### Presenters

*The Relation Between Process Management and Innovation – A comparison of the IT and Manufacturing industries*

**Thom Cats**, University College Cork, Ireland,

**Pascal Ravesteijn**, HU University of Applied Sciences  
Utrecht, The Netherlands

*Content Analysis in Support of Critical Theory Research: How to Deliver an Unwelcome Message Without Being Shot*

**Roger Clarke**, Xamax Consultancy Pty Ltd., Australian  
National University & UNSW Law, Sydney, Australia

*Intruder Alert? How Stock Markets React to Potential IT Security Breaches: The Case of OpenSSL Heartbleed*

**Christian Janze**, Goethe University Frankfurt, Germany

*A Co-Creation Based Model for Engaging Citizen Open Data Use*

**Colin Callinan, Murray Scott, Eoin Whelan**, National  
University of Ireland, Ireland

**Adegboyega Ojo**, Insight Centre for Data Analytics, Ireland

Tuesday, June 20, 2017

---

## PANEL

### eHealth and Block Chain Technology

Hall: Concordia | 14:00-15:30

#### Co-chairs

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

#### Presenters

**Mate Beštek**, National Institute of Public Health Slovenia (NIJZ), Slovenia and IT University of Copenhagen, Denmark

**Uroš Rajkovič**, University of Maribor, Slovenia

**Nilmini Wickramasinghe**, Epworth Healthcare & Deakin University, Melbourne, Australia

## RESEARCH Research Track II

Hall: Libertas | 14:00-15:30

### Chair

**Urban Schrott**, ESET Ireland, Ireland

### Presenters

*Music Recommender Systems: Challenges and Opportunities for Non-Superstar Artists*

**Christine Bauer**, Johannes Kepler University Linz, Austria

**Marta Kholodylo, Christine Strauss**, University of Vienna, Austria

*Consumer Emotions and E-commerce: A Literature Review*

**Matias Lievonen**, University of Jyväskylä, Finland

*Emerging Smart Technologies and the European Standardisation System*

**Kai Jakobs**, RWTH Aachen University, Germany

*IT on the Shop Floor – Challenges of the Digitalization of manufacturing companies*

**Alexander Richter**, IT University Copenhagen, Denmark & University of Zurich, Switzerland

**Shahper Vodanovich**, Auckland University of Technology, New Zealand

**Melanie Steinhueser**, University of Zurich, Switzerland

**Lea Hannola**, Lappeenranta University of Technology, Finland

Tuesday, June 20, 2017

---

## WORKSHOP

### ENVISION Workshop for SMEs: Platform and Tools for Business Model Innovation

Hall: Aurora | 14:00-15:30

#### Co-chairs

**Andreja Pucihar, Mirjana Kljajić Borštnar**, University of Maribor, Slovenia

#### Presenters

**Jukka Heikkilä**, University of Turku, Finland

**Rimantas Gatautis, Audrone Medziausiene**, Kaunas University of Technology, Lithuania

**Gregor Lenart, Marjeta Marolt**, University of Maribor, Slovenia

## STUDENTS BAZAAR

### The Rene W. Wagenaar Students Bazaar

Hall: Jupiter I | 16:00-17:30

#### Co-chairs

**Johan Versendaal**, HU University of Applied Sciences Utrecht and Open University of the The Netherlands, The Netherlands

**Pascal Ravesteijn**, HU University of Applied Sciences Utrecht, The Netherlands

**Marijn Plomp**, Vrije Universiteit Amsterdam, The Netherlands

#### Jury

**Urban Schrott**, ESET Ireland, Ireland

**Roger Bons**, FOM Hochschule, Germany

#### Presenters

*An Ubiquitous Bar*

**Marcel Rieger, Daniela Trigona, Sebastian Otte and Robin Rieger**, DHBW Heidenheim, Germany

*Boxey - an Internet of Things security platform*

**Stijn Kas, Ruben Post, Robin Tielemans and Sebastiaan Wiewel**, University of Applied Sciences Utrecht, The Netherlands

*iFocus*

**Sabri Said and Jalal El Mansouri**, University of Applied Sciences Utrecht, The Netherlands

*EducateVR: An "Augmented Virtual Environment" Educational Delivery Platform*

**Austin Graef**, Ball State University, USA

*Paper Loft*

**Kelly Zomer, Sophie Bek, Loes de Ruiter**, University of Applied Sciences Utrecht, The Netherlands

*Living Lab App*

**Aljaž Ferencek, Blaž Sašek, Žiga Cibic, Špela Strojín**, University of Maribor, Slovenia

## PANEL

### Dark Side of eHealth

Hall: Concordia | 16:00-17:30

#### Chair

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

#### Presenters

**Christer Carlsson**, Åbo Akademi University, Turku, Finland

**Christian Kittl**, evolaris next level, Austria

**Vedrana Matetić**, National Institute of Public Health (NIJZ), Slovenia

**Drago Rudel**, MKS Electronic Systems Ltd., Slovenia

**Vladislav Rajkovič**, University of Maribor, Slovenia

**Juergen Seitz**, DHBW Heidenheim, Germany

**Doug Vogel**, Harbin Institute of Technology, Harbin, China



Wednesday, June 21, 2017

---

## RESEARCH

### Education in Digital Economy I

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

#### Co-chairs

**Mirjana Kljajić Borštnar**, University of Maribor, Slovenia

**Matt Glowatz**, University College Dublin, Ireland

#### Presenters

*Designing and Implementing Common Market for Cross-Game Purchases between Mobile Games*

**Erkki Siira**, VTT Technical Research Centre of Finland, Finland

**Elina Annanperä**, University of Oulu, Finland

**Otto Simola**, Fingersoft, Finland

**Samuli Heinonen**, VTT Technical Research Centre of Finland, Finland

**Jani Yli-Kantola**, University of Oulu, Finland

**Jari Järvinen**, Fitness Village, Finland

*Designing an IoT-enabled Gamification application for Energy Conservation at the Workplace: Exploring Personal and Contextual characteristics*

**Dimosthenis Kotsopoulos, Cleopatra Bardaki, Stavros**

**Lounis, Thanasis Papaioannou, Katerina Pramadari,**

Athens University of Economics and Business, Greece

*POLO: a framework for short-term studies abroad to enhance critical thinking amongst management students*

**Riccardo Bonazzi, Micahël Poli, Natalie Sarrasin,**

University of Applied Sciences Western Switzerland, Switzerland

Wednesday, June 21, 2017

---

## RESEARCH Research Track III

Hall: Concordia | 9:00-10:30

### Chair

**Roger Bons**, FOM Hochschule, Germany

### Prestenters

*Coworking from a Company's Perspective - Serendipity-Biotope or Getaway- Spot?*

**Barbara Josef**, University of St.Gallen, Switzerland

*Age Differences in Technology Readiness and Its Effects on Information System Acceptance and Use: The Case of Online Electricity Services in Finland*

**Markus Makkonen, Lauri Frank, Kerttuli Koivisto**,  
University of Jyväskylä, Finland

*Using Design Thinking to identify banking digitization opportunities - Snapshot of the Hungarian banking system*

**Peter Feher, Krisztián Varga**, Corvinus Business School,  
Hungary

*Airport Operations Modelling: agent based modelling of ground crews*

**Blaž Rodič**, Faculty of Information Studies, Slovenia  
**Alenka Baggia**, University of Maribor, Slovenia

## RESEARCH eHealth III

Hall: Libertas | 9:00-10:30

### Co-chairs

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

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

### Presenters

*The Impact of Clinical Information Systems on Patient Outcomes and Organisational Performance*

**Peter Haddad**, Epworth HealthCare and Deakin University, Australia

**Jonathan Schaffer**, Cleveland Clinic, USA

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

*Transforming Clinical Practice Guideline Usage Through the Use of a Clinical Decision Support System: An explorative study at the University Medical Centre Utrecht*

**Koen Smit, Pieter Koornneef, Julie Nysingh, Mart van Zwiene, Matthijs Berkhout, Pascal Ravesteijn**, HU University of Applied Sciences Utrecht, The Netherlands

*Decision makers and criteria for patient discharge - a qualitative study*

**Isabella Eigner, Andreas Hamper**, University Erlangen-Nuremberg, Germany

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin University, Australia

**Freimut Bodendorf**, University Erlangen-Nuremberg, Institute of Information Systems, Germany

## RESEARCH

### Education in Digital Economy II

Hall: Jupiter I | 11:00-12:30

#### Co-chairs

**Mirjana Kljajić Borštnar**, University of Maribor, Slovenia

**Matt Glowatz**, University College Dublin, Ireland

#### Presenters

*The Playful Learning Approach for Learning how to Program: a Structured Lesson Plan*

**Robert Heininger, Victor Seifert, Loina Prifti**, Technical University of Munich (TUM), Germany

**Matthias Utesch**, Staatliche Fachober- und Berufsoberschule Technik München, Germany

**Helmut Krcmar**, Technical University of Munich (TUM), Germany

*ERP solutions acceptance by students*

**Simona Sternad Zabukovšek, Samo Bobek**, University of Maribor, Slovenia

*A First Step Towards Learning Analytics: Implementing an Experimental Learning Analytics Tool*

**Justian Knobbout, Esther van der Stappen**, HU University of Applied Sciences Utrecht, The Netherlands

Wednesday, June 21, 2017

---

## RESEARCH Research in Progress

Hall: Concordia | 11:00-12:30

### Chair

**Roger Bons**, FOM Hochschule, Germany

### Presenters

*Success Factors for Effective Customer Interaction in Digital Sales: a Case from the Digital Investment Service Industry*

**Rüdiger von Nitzsch**, RWTH Aachen University, Germany

**Dirk Braun, Roger W.H. Bons**, FOM University of Applied Sciences, Germany

*CustomerSourcing: Intrinsic Motivators*

**Fred Kitchens**, Ball State University, USA

**Cameron Crane**, Kronos, Inc., USA

*Local online platforms – surviving in a global market*

**Anton Manfreda, Peter Trkman, Aleš Groznik, Jure**

**Erjavec**, University of Ljubljana, Slovenia

Wednesday, June 21, 2017

---

## RESEARCH Digital Wellness II

Hall: Libertas | 11:00-12:30

### Chair

**Christer Carlsson**, Åbo Akademi University, Finland

### Presenters

*Digital Coaching to Build Sustainable Wellness Routines for Young Elderly*

**Christer Carlsson, Pirkko Walden**, Åbo Akademi University, Finland

*Wearables and Wellness for the Young Elderly - Transforming Everyday Lives?*

**Camilla Walden, Anna Sell**, Åbo Akademi University, Finland

## PhD Consortium

Hall: Libertas | 14:00-17:30

### Co-chairs

**Doug Vogel**, Harbin Institute of Technology, China

**Roger Bons**, Professor, FOM Hochschule, Germany

### Presenters

*Information management in supply chain partnering: improving maintenance processes in Dutch housing associations*

**Debby Goedknecht**, Utrecht University of Applied Sciences, The Netherlands

*Personalization in Digital Services: Information Technology Supporting Service Personalization Process*

**Olli Korhonen**, University of Oulu, Finland

*The Impact of Corporate Governance Model on Strategic Alignment between IT and Business*

**Aleš Levstek**, University of Maribor, Slovenia

*Model for Problem Solving with Dark Data*

**Jaka Toman**, University of Maribor, Slovenia

*Framing eCare as Design Science Research: supporting the transformation from connecting things to transforming our lives*

**Mate Beštek**, National Institute of Public Health, Slovenia







# Conference Chairs

## Conference Chair

**Andreja Pucihar**, University of Maribor, Slovenia

## Research Track Chair

**Christian Kittl**, evolaris next level Research Centre, Austria

## Research Track Co-chair

**Pascal Ravesteijn**, HU University of Applied Sciences  
Utrecht, The Netherlands

## SPECIAL INTEREST RESEARCH TRACK CHAIRS

### Social media & Big Data

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

**Helen Cripps**, Edith Cowan University, Australia

### eHealth

**Nilmini Wickramasinghe**, Epworth HealthCare and Deakin  
University, Australia

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

### Digital Wellness

**Christer Carlsson**, Åbo Akademi University, Finland

### Factory of the Future /Smart Factories

**Christian Kittl**, evolaris next level Research Centre, Austria

**Wilfried Sihn**, Fraunhofer Austria Research GmbH & Institute  
of Management Science, Vienna University of Technology,  
Austria

### Education in Digital Economy

**Mirjana Kljajić Borštnar**, University of Maribor, Slovenia

**Matt Glowatz**, University College Dublin, Ireland



## **Outstanding Paper Award Committee**

**Roger Clarke**, Xamax Consultancy Pty Ltd., Australian National University & UNSW Law, Sydney, Australia

**Roger Bons**, FOM Hochschule, Germany

**Andreja Pucihar**, University of Maribor, Slovenia

**Christian Kittl**, evolaris next level Research Centre, Austria

**Pascal Ravesteijn**, HU University of Applied Sciences Utrecht, The Netherlands

## **Graduate Student Consortium Co-chairs**

**Doug Vogel**, Harbin Institute of Technology, China

**Roger Bons**, Professor, FOM Hochschule, Germany

## **Students Bazaar Co-chairs**

**Johan Versendaal**, HU University of Applied Sciences Utrecht and Open University of the Netherlands, The Netherlands

**Pascal Ravesteijn**, HU University of Applied Sciences Utrecht, The Netherlands

**Marijn Plomp**, Vrije Universiteit Amsterdam, The Netherlands

## **Business Track Chair**

**Mirjana Kljajić Borštnar**, University of Maribor, Slovenia



# Sponsors, Co-organizers and Supporters



## SRIP Smart Cities and Communities



REPUBLIC OF SLOVENIA  
MINISTRY OF ECONOMIC DEVELOPMENT  
AND TECHNOLOGY

*The investment is co-financed by the Republic of Slovenia and the European Union under European Regional Development Fund.*



**ARCTUR**  
*universe*



ENJOY SAFER  
TECHNOLOGY™



Faculty of Organizational Sciences

**Living bits  
and things**

NEXT CONFERENCE

# 31<sup>st</sup> Bled eConference

## June 17-20, 2018

## Bled, Slovenia

[www.bledconference.org](http://www.bledconference.org)

---

University of Maribor  
Faculty of Organizational Sciences  
Kidričeva cesta 55a  
SI-4000 Kranj, Slovenia

Center for Education and Consulting  
t: +386 4 23 74 245  
cis@fov.uni-mb.si

