30th Bled eConference
Digital Transformation – From Connecting Things to Transforming Our Lives

June 18 - 21, 2017
Bled, Slovenia

Program of the 30th 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

Living bits and things

ICT TECHNOLOGY NETWORK
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
<table>
<thead>
<tr>
<th>Hall/Time</th>
<th>9:00-10:30</th>
<th>11:00-12:30</th>
<th>14:00-15:30</th>
<th>16:00-17:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jupiter I</td>
<td>RESEARCH: eHealth</td>
<td>RESEARCH: Digital Wellness</td>
<td>Digital Forum</td>
<td>PANEL: WATIFY: Modernisation of Europe's industry</td>
</tr>
<tr>
<td>Concordia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Libertas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hall/Time</td>
<td>9:00-10:30</td>
<td>10:30-11:00</td>
<td>11:00-12:30</td>
<td>12:30-14:00</td>
</tr>
<tr>
<td>-----------</td>
<td>------------</td>
<td>-------------</td>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Jupiter I</td>
<td>RESEARCH</td>
<td>PANEL</td>
<td>RESEARCH</td>
<td>PANEL</td>
</tr>
<tr>
<td></td>
<td>Social Media &amp; Big Data I (page 13)</td>
<td>EHealth and Block Chain Technology (page 20)</td>
<td>Research Track II (page 21)</td>
<td>Perkins: Digital Health Forum (page 17)</td>
</tr>
<tr>
<td>Concordia</td>
<td>RESEARCH</td>
<td></td>
<td>RESEARCH</td>
<td></td>
</tr>
<tr>
<td>Libertas</td>
<td>RESEARCH</td>
<td></td>
<td>RESEARCH</td>
<td></td>
</tr>
<tr>
<td>Aurora</td>
<td>WORKSHOP</td>
<td></td>
<td>RESEARCH</td>
<td></td>
</tr>
<tr>
<td>Hall/Time</td>
<td>Jupiter I</td>
<td>Concordia</td>
<td>Libertas</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------</td>
<td>-----------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>9:00-10:30</td>
<td>RESEARCH Education in Digital Economy (page 25)</td>
<td>RESEARCH Research Track III (page 26)</td>
<td>RESEARCH eHealth III (page 27)</td>
<td></td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>RESEARCH Education in Digital Economy II (page 28)</td>
<td>RESEARCH Research in Progress (page 29)</td>
<td>RESEARCH Digital Wellness II (page 30)</td>
<td></td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>RESEARCH Education in Digital Economy</td>
<td>RESEARCH Research Track III (page 26)</td>
<td>RESEARCH eHealth III (page 27)</td>
<td></td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>RESEARCH Education in Digital Economy II (page 28)</td>
<td>RESEARCH Research in Progress (page 29)</td>
<td>RESEARCH Digital Wellness II (page 30)</td>
<td></td>
</tr>
</tbody>
</table>

**PROGRAM TIMETABLE - Wednesday, June 21**
Monday, June 19, 2017

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
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:

SRIP Smart Cities and Communities

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

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 Oreilly, 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 Pavlíček, 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
Tuesday, June 20, 2017

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
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
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
Tuesday, June 20, 2017

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
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 Strojin, 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 Pramatari, 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 Jyvaskyla, 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
Wednesday, June 21, 2017

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 Zwienen, 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
Wednesday, June 21, 2017

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
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 Goedknegt, 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

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

NEXT CONFERENCE
31st Bled eConference
June 17-20, 2018
Bled, Slovenia
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