31st Bled eConference
Digital Transformation: Meeting the Challenges

BLED eCONFERENCE 2018

June 17 - 20, 2018
Bled, Slovenia

Programme of the 31st 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.
Local Transfer
Domen Grah, GRH, d.o.o.
domen@grh.si, www.grh.si
m: +386 41 376 964

Registration Desk
Sunday, June 17
⏰ 18:00-20:00

Monday, June 18 - Wednesday, June 20
⏰ 8:00-17:30

Social Events
Sunday, June 17 - Deans’ Reception | ⏰ 19:00
📍 Congress Centre, Rikli Balance Hotel

Monday, June 18 - Reception and Dinner
📍 Guesthouse Avsenik, Begunje na Gorenjskem
Bus departure from Rikli Balance Hotel at 19:00 and 19:30

Tuesday, June 19 - Reception and Dinner | ⏰ 19:00
📍 Congress Centre, Rikli Balance Hotel
### CONFERENCE PROGRAMME

**Monday, 18th June 2018 (page no. 7-14)**

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<td>16:00-17:30</td>
<td>STUDENTS BAZAAR - The Rene W. Wagenaar Students Bazaar</td>
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| 9:00-10:30      | RESEARCH TRACK - Big Data/Data Science I  
                    Zrak Hall  

RESEARCH TRACK - eHealth I  
Voda Hall  

PANEL - Watify I  
Arnold Hall I  |
| 10:30-11:00     | BREAK                                                                                                                                 |
| 11:00-12:30     | RESEARCH TRACK - Big Data/Data Science II  
                    Zrak Hall  

RESEARCH TRACK - eHealth II  
Voda Hall  

PANEL - Watify II  
Arnold Hall I  

Living Bits and Things Programme  
Arnold Hall II  |
| 12:30-14:00     | LUNCH                                                                                                                                 |
| 14:00-15:30     | RESEARCH TRACK - Business Models III and Decision Support Systems & Business Intelligence  
                    Zrak Hall  

PANEL - eHealth III: Big Data in Health – The Good, the Bad and the Ugly  
Voda Hall  

PANEL - Tourism 4.0  
Arnold Hall I  

Living Bits and Things Programme  
Arnold Hall II  
14:00-17:30 |
| 15:30-16:00     | BREAK                                                                                                                                 |
| 16:00-17:30     | RESEARCH TRACK - Education in the Digital Economy  
                    Zrak Hall  

Workshop - Digital Wellness Services  
Voda Hall  

ROUND TABLE - Tourism 4.0  
Arnold Hall I |
Wednesday, June 20

CONFERENCE PROGRAMME
Wednesday, 20th June 2018 (page no. 27-31)

9:00-10:30  RESEARCH TRACK - eHealth III and Digital Wellness I
           ➕ Zrak Hall

RESEARCH TRACK - Digital Transformation III
           ➕ Sonce Hall

PhD Consortium
           ➕ hall to be announced
           9:00-12:30

10:30-11:00  BREAK

11:00-12:30  RESEARCH TRACK - Digital Wellness II
           ➕ Zrak Hall

RESEARCH TRACK - Blockchain and Social Media
           ➕ Sonce Hall
Opening Plenary Session

9:00-10:30 | Arnold Hall

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
Iztok Podbregar, Professor & Dean, Faculty of Organizational Sciences, University of Maribor, Slovenia
József Györkös, Director, Slovenian Research Agency, Slovenia
Boris Koprivnikar, Deputy Prime Minister and Minister of Public Administration, Republic of Slovenia, Slovenia

Keynote Speakers

Transition to a Sustainable Economy – The Critical Role of Digital Transformation
Janez Potočnik, Co-Chair of UN Environment International Resource Panel, Chairman of The Forum for the Future of Agriculture and RISE Foundation, Member of the European Policy Centre’s Advisory Council and Partner in SYSTEMIQ, Slovenia

Digital Transformation and BMs: What is New?
Harry Bouwman, Professor, Åbo Akademi University, Finland and Delft University of Technology, The Netherlands

BTC City as a Living Lab
Mark Kalin, Assistant Chief Innovation and Digital Officer, BTC d.d., Slovenia
Monday, June 18

RESEARCH TRACK
Digital Transformation I

 الوقت: 11:00-12:30 | المكان: Arnold Hall I

Chair
Pascal Ravensteijn, HU University of Applied Sciences Utrecht, The Netherlands

Presenters
Citizen Adoption of e-Government Services – Evidence from Hungary
Marta Aranyossy, Corvinus University of Budapest, Hungary

Perceived Intrusiveness of Personalized Marketing
Katri Kerem and Monika Ulla, Estonian Business School, Estonia

Digital Transformation in Retail: Can Customer Value Services Enhance the Experience?
Michael Meyer, Patrick Helmholtz and Susanne Robra-Bissantz, Braunschweig University of Technology, Germany
RESEARCH TRACK
Business Models I

📅 11:00-12:30 |📍 Voda Hall

Chair
Marikka Heikkilä, University of Turku, Finland

Presenters

**SMEs Perspective on Business Model Innovation**
Marjeta Marolt, Gregor Lenart, Mirjana Kljajić Borštnar,
Doroteja Vidmar and Andreja Pucihar, University of Maribor,
Slovenia

**Comparative Study of Sharing Economy Business Models in Accommodation Sector**
Rimantas Gatautis, Eglė Vaičiukynaitė and Elena Vitkauskaite, Kaunas University of Technology, Lithuania

**Business Model Innovation and Firm Performance: The Role of Mediation and Moderation Factors**
Mohammad-Ali Latifi, Delft University of Technology, The Netherlands
Harry Bouwman, Åbo Akademi University, Finland and Delft University of Technology, The Netherlands
PANEL  
eHealth I: Building (Long Term) eRelationships for Health  
[next]

Chair  
Luuk Simons, Delft University of Technology, The Netherlands

Presenters  
Social Media Usage Differences Between the Healthy and the Chronically Ill  
Doug Vogel, Harbin Institute of Technology, China

Nudging and Social Marketing for eHealth  
Helen Cripps, Edith Cowan University, Australia

Comparing Social Child-Robot Bonds With Group Bonding: 2 Cases  
Luuk Simons, Delft University of Technology, The Netherlands

The GSD (Guided Self Determination) Method  
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia

Human Spime  
Michael Hartman, BaseN, Finland
Monday, June 18

RESEARCH TRACK
Digital Transformation II

eddar 14:00-15:30 | Arnold Hall I

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

Presenters
Determining the Required Capacity of Business Information Management: Towards a Concise Instrument
Frank Van Outvorst, The Lifecycle Company/ASL BiSL Foundation, The Netherlands
Mart Meijnen, Pascal Timens, Sjoerd Walenbergh and Benny M.E. De Waal, HU University of Applied Sciences Utrecht, The Netherlands

Integrating Maritime National Single Window With Port Community System – Case Study Croatia
Edvard Tijan and Mladen Jardas, University of Rijeka, Croatia
Saša Aksentijević, Aksentijević Forensics and Consulting Ltd, Croatia
Ana Perić Hadžić, University of Rijeka, Croatia

The Role of Competition in the Adoption of Mobile Payment Among Merchants
Francesco Pisani and Jürgen Moormann, Frankfurt School of Finance & Management, Germany
RESEARCH TRACK
Business Models II

📅 14:00-15:30 | 📍 Voda Hall

Chair
Gregor Lenart, University of Maribor, Slovenia

Presenters
*Business Model Innovation in European SMEs - Descriptive Analysis of Quantitative Survey and Case Survey Data*
Marikka Heikkilä, University of Turku, Finland
Harry Bouwman, Åbo Akademi University, Finland and Delft University of Technology, The Netherlands

*Means to Survive Disruption: Business Model Innovation and Strategic Continuity Management?*
Jukka Heikkilä and Marikka Heikkilä, University of Turku, Finland
Marko Niemimaa, University of Jyväskylä, Finland
Jonna Järveläinen, University of Turku, Finland

*Boosting Innovation for the Development of Smart-Service Factories of the Future: the Cases of the Federal State of Vorarlberg and its Neighbouring Regions*
Florian Maurer, Vorarlberg University of Applied Sciences, Austria
Albrecht Fritzsche, Friedrich-Alexander University Erlangen-Nuremberg, Germany
PANEL

eHealth II: E-health Solutions as Enablers of Digital Transformation in Health and Wellness

📅 14:00-15:30 | 📍 Zrak Hall

Chair

Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Presenters

Vladislav Rajkovič, University of Maribor, Slovenia
Živa Rant, National Institute of Public Health, Slovenia
Doug Vogel, Harbin Institute of Technology, China
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia
Carmen Winter, The Baden-Wuerttemberg Cooperative State University Stuttgart, Germany
Andrej Žlender, Center for Healthcare Informatics, Slovenia
STUDENTS BAZAAR
The Rene W. Wagenaar Students Bazaar

⏰ 16:00-17:30 | Zrak Hall

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, VU University Amsterdam, The Netherlands

Presentation jury
Urban Schrott, ESET, Ireland
Roger Bons, FOM University of Applied Sciences, Germany

Presenters
S1REN
Diederik Schouten, Remco De Jong, Fabiënne Oskam and Koen Broers, HU University of Applied Sciences Utrecht, The Netherlands

Meddy
Boris Zandstra, Sam Bosch and Dennis Dolman, HU University of Applied Sciences Utrecht, The Netherlands

FestiTrace
Rico Janssen, HU University of Applied Sciences Utrecht, The Netherlands

Sensordash - A Platform for Collecting and Visualizing Sensor Data in the IoT
Andreas Hettenkofer, Philipp Gumann, Andreas Pabst, Felix Haag and Daniel Mögel, The Baden-Wuerttemberg Cooperative State University Heidenheim, Germany
RESEARCH TRACK
Big Data/Data Science I

9:00-10:30 | Zrak Hall

Co-chairs
Guido Ongena, HU University of Applied Sciences Utrecht, The Netherlands
Sanda Martinčić-Ipšić, University of Rijeka, Croatia

Presenters
How to Start with Big Data - a Multiple Case Study
Christian Bremser, Gunther Piller and Franz Rothlauf, University of Applied Sciences Mainz, Germany

Uncovering the Digital “x” Phenomena in the IS Field: A Text Analysis Approach
Joaquin Rodriguez and Gabriele Piccoli, Louisiana State University, United States of America
Co-chairs
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Presenters
Transforming Operating Rooms: Factors for Successful Implementations of New Medical Equipment
Navin Sewberath Misser, HU University of Applied Sciences Utrecht, The Netherlands
Joris Jaspers and Bas Van Zaane, UMC, The Netherlands
Hein Gooszen, Radboud UMC, The Netherlands
Johan Versendaal, HU University of Applied Sciences Utrecht and Open University of the Netherlands, The Netherlands

Examining the PoC System Implementation and Adoption: a FVM Perspective
Imran Muhammad, Deakin University, Australia
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia

ICT Support Healthcare for Elderly in China: A Systematic Mapping Study
Zihao Liu and Raija Halonen, University of Oulu, Finland
Tuesday, June 19

PANEL
Watify I

⏰ 9:00-10:30 | 📍 Arnold Hall I

Chair
Lydia Montandon, Atos, Spain

Presenters
High Performance Computing: Opportunities and Barriers for SMEs
Janez Povh, University of Ljubljana, Slovenia

Can Participatory Methods and Cross-sectoral Collaboration Stimulate the Technological Transformation of Traditional SMEs? Lessons Learned
Tamara Hoegler, CyberForum e.V., Germany

FabLabs for Smarter Cities, Villages and Communities
Emilija Stojmenova Duh, University of Ljubljana, Slovenia
RESEARCH TRACK
Big Data/Data Science II

11:00-12:30 | Zrak Hall

Co-chairs
Guido Ongena, HU University of Applied Sciences Utrecht, The Netherlands
Sanda Martinčić-Ipšić, University of Rijeka, Croatia

Presenters
Towards Responsible Data Analytics: A Process Approach
Roger Clarke, Xamax Consultancy Pty Ltd, Australia
Kerry Taylor, Australian National University, Australia

Business Customer eXperience Alignment Framework: Improving Customer Satisfaction
Felix Gras, KPN, The Netherlands
Pascal Ravesteijn, Marlies van Steenbergen and Roland Bijvank, HU University of Applied Sciences Utrecht, The Netherlands

Identifying the Sales Patterns of Online Stores with Time Series Clustering
Markus Makkonen and Lauri Frank, University of Jyväskylä, Finland
RESEARCH TRACK

eHealth II

📅 11:00-12:30 | 📍 Voda Hall

Co-chairs
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Presenters

*eHealth WhatsApp Group for Social Support; Preliminary Results*
- Luuk P. A. Simons, Delft University, The Netherlands
- Wouter A. C. van den Heuvel, Health Coach Program, The Netherlands
- Catholijn M. Jonker, Delft University, The Netherlands

*Critical Success Factors in the Design of Suitable Oncology Platforms*
- Muhammad Nadeem Shuakat and Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia

*Willingness to Use Smartphone Application Assistant to Support Migraine Treatment*
- Hanna-Leena Huttunen and Raija Halonen, University of Oulu, Finland
PANEL
Watify II

.singleton
11:00-12:30 | Arnold Hall I

Chair
Lydia Montandon, Atos, Spain

Presenters
Slovene Ecosystem for Digital Transformation for SME’s and a SME Case Study
Nenad Šutanovac, Chamber of Commerce and Industry, Slovenia

Digital Assistance Systems for the Industry 4.0: Developing Transformative Digital Services While Transforming One’s Own Business Model - A Case Study
Christian Kittl, evolaris next level Research Centre, Austria

Digital Transformation: SMEs Phantom Reality and/or Playground for Start Ups
Harry Bouwman, Åbo Akademi University, Finland and Delft University of Technology, The Netherlands

HPC as a Service for SMEs
Tomi Iliaš, Arctur, Slovenia
RESEARCH TRACK
Business Models III and Decision Support Systems & Business Intelligence

14:00-15:30 | Zrak Hall

Chair
Davorin Kofjač, University of Maribor, Slovenia

Presenters
Improving Smart City Design: A Conceptual Model for Governing Complex Smart City Ecosystems
Mervi Hämäläinen and Pasi Tyrväinen, University of Jyväskylä, Finland

Designing Business Model Tooling for Business Model Exploration: An Experimental Design for Evaluation
Alexia Athanasopoulou and Mark De Reuver, Delft University of Technology, The Netherlands

An Explorative Study Into Situational Artefact Construction in Business Rules Management
Sam Leewis and Koen Smit, HU University of Applied Sciences Utrecht, The Netherlands
Martijn Zoet, Zuyd University of Applied Sciences, The Netherlands
PANEL

eHealth III: Big Data in Health – The Good, the Bad and the Ugly

🕒 14:00-15:30 | 📍 Voda Hall

Chair
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia

Presenters
Christer Carlsson, Åbo Akademi University, Finland
Vladislav Rajkovič, University of Maribor, Slovenia
Živa Rant, National Institute of Public Health, Slovenia
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany
Doug Vogel, Harbin Institute of Technology, China
Andrej Žlender, Center for Healthcare Informatics, Slovenia
PANEL
Tourism 4.0
⏲ 14:00-15:30 |Arnold Hall I

Chair
Urška Starc-Peceny, Arctur, Slovenia

Presenters
How it Started
Tomi Ilijaš, Arctur, Slovenia

Presentation of the Project Tourism 4.0
Simon Mokorel, Arctur, Slovenia

What Are the Real Problems, Needs, Wishes and Challenges in Tourism for Municipalities
Saša Kek, Slovene National Association Of Towns and Municipalities, Slovenia

Analysis of Research Needs for Development of Tourism 4.0
Maja Turnšek, University of Maribor, Slovenia

Technologies Work From the Background
Tomaž Curk, University of Ljubljana, Slovenia

Innovation and Digitalization in Tourism
Dejan Križaj, University of Primorska, Slovenia
RESEARCH TRACK
Education in the Digital Economy

⏰ 16:00-17:30 | 📍 Zrak Hall

Co-chairs
Mirjana Kljajić Borštnar, University of Maribor, Slovenia
Matt Glowatz, University College Dublin, Ireland

Presenters
Studying Complex IT Challenges? Discuss Real Cases
Janis L. Gogan and David M. Murungi, Bentley University, United States

Developing an E-learning Course on Serious Games: A Multidisciplinary Approach
Tanja Korhonen and Teija Ravelin, Kajaani University of Applied Sciences, Finland
Raija Halonen, University of Oulu, Finland

Learning Success: A Comparative Analysis of a Digital Game-Based Approach and a Face-to-Face Approach
Linda Eckardt and Susanne Robra-Bissantz, Braunschweig University of Technology, Germany
WORKSHOP
Digital Wellness Services

16:00-17:30 | Voda Hall

Moderator
Christer Carlsson, Åbo Akademi University, Finland

Presenters

Introduction on Sustainability of Routines and Digital Services
Doug Vogel, Harbin Institute of Technology, China

Introduction on Digital Coaching
Lauri Frank, University of Jyväskylä, Finland

Introduction on Digital Health Services for a Country: Business Models and Ecosystems
Representative of Ericsson Inc., Croatia (to be confirmed)
ROUND TABLE
Tourism 4.0

16:00-17:30 | Arnold Hall I

Chair
Urška Starc-Peceny, Arctur, Slovenia

Introduction
Eva Štravs-Podlogar, Ministry of Economic Development and Technology, Slovenia

Presenter
Art & Design Thinking
Jurij Krpan, Kapelca, Slovenia

Panelists
Peter Wostner, Government Office for Development and European Cohesion Policy, Slovenia
Janez Mekinc, University of Primorska, Slovenia
Tomi Ilijaš, Arctur, Slovenia
Tomaž Curk, University of Ljubljana, Slovenia
Saša Kek, Slovene National Association of Towns and Municipalities, Slovenia
RESEARCH TRACK
eHealth III and Digital Wellness I

9:00-10:30 | Zrak Hall

Co-chairs
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany
Christer Carlsson, Åbo Akademi University, Finland

Presenters
Digital Transformation in Healthcare – the Case of a Chinese Medicine Inquiring System
Catherine Han Lin and David Phillips, Deakin University, Australia
Nilmini Wickramasinghe, Epworth Healthcare & Deakin University, Australia

How a Flexible Collaboration Infrastructure Impacts Healthcare Information Exchange
Rogier Van de Wetering, Open University, The Netherlands
Johan Versendaal, HU University of Applied Sciences Utrecht and Open University of the Netherlands, The Netherlands

Influence of Digital Coaching on Physical Activity: Motivation and Behaviour of Physically Inactive Individuals
Tuomas Kari and Petriina Rinne, University of Jyvaskyla, Finland

Digital Wellness Services’ Servicescape for Young Elderly
Hans Allmér, Linnaeus University, Sweden
RESEARCH TRACK
Digital Transformation III

🕒 9:00-10:30 | ⏰ Sonce Hall

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

Presenters
Motives to Form Alliances for Digital Innovation: The Case of Banks and Fintechs
Friedrich Holotiuk, Frankfurt School of Finance & Management, Germany
Milan Frederik Klus and Todor Stefan Lohwasser, University of Münster, Germany
Jürgen Moormann, Frankfurt School of Finance & Management, Germany

A Case for Participatory Practices in the Digital Transformation of Insurance
Michael Persson, Casandra Grundstrom and Karin Väyrynen, University of Oulu, Finland

Adaptation of Enterprise Architecture Efforts to An Agile environment
Robin Duijs, Pascal Ravesteijn and Marlies van Steenbergen, HU University of Applied Sciences Utrecht, The Netherlands
Wednesday, June 20

RESEARCH TRACK
Digital Wellness II

⏰ 11:00-12:30 | Zrak Hall

Chair
Christer Carlsson, Åbo Akademi University, Finland

Presenters
*Digital Wellness Services: Key to Better Quality of Life for Young Elderly*
Christer Carlsson and Pirkko Walden, IAMSR/Åbo Akademi University, Finland

*Can Sport and Wellness Technology Be My Personal Trainer? – Teenagers and Digital Coaching*
Eeva Kettunen and Tuomas Kari, University of Jyvaskyla, Finland

*Co-creation Model to Design Wearables for Emotional Wellness of Elderly*
Muhammad Usman Warraich, Irum Rauf and Anna Sell, Åbo Akademi University, Finland
Wednesday, June 20

RESEARCH TRACK
Blockchain and Social Media

Western, June 20

Co-chairs
Hans-Dieter Zimmermann, FHS St. Gallen, Switzerland
Helen Cripps, Edith Cowan University, Australia

Presenters
Blockchain-Based Smart Contracts in Waste Management: A Silver Bullet?
Guido Ongena, Koen Smit, Jarno Boksebeld, Gerben Adams, Yorin Roelofs and Pascal Ravesteijn, HU University of Applied Sciences Utrecht, The Netherlands

Evaluation of Push Notifications for Social Media Applications
Emma Fahlman and Thomas Mejtoft, Umeå University, Sweden
Helen Cripps, Edith Cowan University, Australia
PhD Consortium

9:00-12:30 | hall to be announced

Co-chairs
Doug Vogel, Harbin Institute of Technology, China
Roger Bons, FOM University of Applied Sciences, Germany

Presenters
What Do We Know About Personality Traits, Technology Use, Intention, Reputation and Brand Credibility? Cross-Cultural Issues in the Aviation Industry’s User-Generated Content (UGC)
Ukamaka Onyenucheya, University of Plymouth, United Kingdom

Designing an Adaptive and Sustainable ITG model for SMEs
Aleš Levstek, University of Maribor, Slovenia

Obtaining and Evaluating Digital Competences of Slovenian General Gymnasium Students
Srečko Zakrajšek, University of Maribor, Slovenia

Managing Complexity of Digital Transformation with Enterprise Architecture
Fabian Gampfer, FOM University of Applied Sciences, Germany

A Model for Smart Technology Adaptation in the Case of Urban Infrastructure Development With the Purpose of Improving the Quality of Citizens’ Well-Being
Vasja Roblek, Faculty of Organizational Studies, Slovenia

Literature Review on Root Cause Analysis
Jaka Toman, University of Maribor, Slovenia

Energy Security As an Indicator of the Efficiency of Strategic Energy Management in the European Union
Bojana Vasic, University of Maribor, Slovenia

Technology Enabled Sustainable Business Model Innovation
Doroteja Vidmar, University of Maribor, Slovenia
Conference Chairs

Conference Chair
Andreja Pucihar, University of Maribor, Slovenia

Research Track Chair
Pascal Ravesteijn, HU University of Applied Sciences Utrecht, The Netherlands

Research Track Co-chair
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Special Interest Research Track Chairs

Social Media
Hans-Dieter Zimmermann, FHS St. Gallen, Switzerland
Helen Cripps, Edith Cowan University, Australia

eHealth SIT
Nilmini Wickramasinghe, Epworth HealthCare and Deakin University, Australia
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Digital Wellness
Christer Carlsson, Åbo Akademi University, Finland

Blockchain
Roger Bons, FOM University of Applied Sciences, Germany
Johan Versendaal, HU University of Applied Sciences Utrecht and Open University of the Netherlands, The Netherlands

Big Data/Data Science
Guido Ongena, HU University of Applied Sciences Utrecht, The Netherlands
Sanda Martinčić-Ipšić, University of Rijeka, Croatia

Education in Digital Economy
Mirjana Kljajić Borštnar, University of Maribor, Slovenia
Matt Glowatz, University College Dublin, Ireland
Decision Support Systems and Business Intelligence
Davorin Kofjač, University of Maribor, Slovenia

Business Models
Christian Kittl, evolaris next level Research Centre, Austria
Andreja Pucihar, University of Maribor, Slovenia
Mirjana Kljajić Borštnar, University of Maribor, Slovenia

Outstanding Paper Award Committee
Roger Bons, FOM University of Applied Sciences, Germany
Andreja Pucihar, University of Maribor, Slovenia
Pascal Ravesteijn, HU University of Applied Sciences Utrecht, The Netherlands
Juergen Seitz, Baden-Wuerttemberg Cooperative State University, Germany

Graduate Student Consortium Co-chairs
Doug Vogel, Harbin Institute of Technology, China
Roger Bons, FOM University of Applied Sciences, 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, VU University Amsterdam, The Netherlands

Business Track Chair
Mirjana Kljajić Borštnar, University of Maribor, Slovenia
NEXT CONFERENCE

32nd Bled eConference

June 16-19, 2019

Bled, Slovenia

www.bleedconference.org