28th Bled eConference

June 7-10, 2015

Draft Conference Program
<table>
<thead>
<tr>
<th>Location/Time</th>
<th>9.00 – 10.30</th>
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<tr>
<td>Jupiter I</td>
<td><em>Opening Plenary I Session #eWellbeing</em></td>
<td><em>Plenary Session II</em></td>
<td><em>Journals Panel</em></td>
<td><em>Students’ Bazaar</em></td>
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<td>Libertas</td>
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<td><em>EuDEco: Data Re-use as a model for Europe</em></td>
<td><em>Hobbs</em></td>
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<td>Panel Digital Wellness Services for Young Elderly: New Frontiers for Mobile Technology</td>
<td>Research Innovations in online and mobile channel</td>
<td>Future University</td>
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<td>Research Understanding the e-Customer</td>
<td>Research Impact on people and organizational performance</td>
<td>Graduate Students Consortium</td>
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<td>Research Decision Support &amp; Rules Management</td>
<td>Research Artefacts and Examples of Applications</td>
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Monday, June 8, 2015 | 9:00 – 10:30 | Jupiter Hall

Opening Plenary Session
#eWellbeing

Chairs:
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 Chair:
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
• Boris Koprivnikar, Deputy Prime Minister and Minister of Public Administration, Republic of Slovenia

Keynote Speech
Alen Kobilica

Bled eConference in 2015 – Overview and novelty
Roger Bons, Bons Academic Services, The Netherlands & 2015 Research Track Chair

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

Co-Chairs:
- Andreja Pucihar, Assistant Professor and Vice Dean for International Cooperation
  Faculty of Organizational Sciences, University of Maribor, Slovenia & Bled eConference PC Chair
- Tomaž Vidonja, Executive Manager, Competence center Opcomm, Institute Technology Network ICT, Slovenia

Speakers:
- Werner Dorfmeister, Director Mobility and Workplace Solution Practice worldwide, Hewlett-Packard
- Miroslav Končar, Director, Healthcare and Education Industry, Oracle ECEMEA
- Nils J. van der Zijl, BU Executive, Internet of Things Europe at IBM
Monday, June 8, 2015 | 14:00 – 15:30 | Jupiter Hall I

PANEL
How to publish your conference paper in a journal?

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

Editors:
- 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
- Name to be confirmed
  International Journal of Organisation Design and Engineering
- 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”

Chair:
- Fraunhofer, Germany

Co-chair:
- IVSZ, Hungary

Panelists:
- Leiden University, the Netherlands
- Sigma/Ascora

PANEL
eHealth – Towards independent living

Co-chairs:
- Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia
- Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Panelists:
To be announced
Professor Rene W. Wagenaar ePrototype Bazaar

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
- Ronald S. Batenburg, Associate Professor & Programme Coordinator Utrecht University, The Netherlands & Institute for Health Services Research, The Netherlands

Presenters:
To be announced

Monday, June 8, 2015 | 16:00 – 17:30 | Libertas

PANEL
e-Solutions to Cluster Analysis and Knowledge Sharing

Chair:
To be announced

Panelists:
To be announced
Monday, June 8, 2015 | 16:00 – 17:30 | Concordia

PANEL
eHealth – Security, privacy and reliability

Co-chairs:
- Nilmini Wickramasinghe, Professor, Deakin University and Epworth Health Care, Australia
- Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University, Germany

Panelists:
To be announced

Tuesday, June 9, 2015 | 9:00 – 10:30 | Jupiter I

RESEARCH - eWellness

Chair:
To be announced

Presenters:
- Digital Wellness for Young Elderly: Research Methodology and Technology Adaptation
  Christer Carlsson and Pirkko Walden
- Aggregating Community Resources of Care and Assistance Services for Elderly
  Maria Manuela Cruz Cunha, Ricardo Simoes and Isabel Miranda
- Fuzzy optimization to improve mobile wellness applications for young-elderly
  Jozsef Mezei and Shahrokh Nikou
RESEARCH – Business Model Innovation I

Chair:
To be announced

Presenters:
- **Business Modelling Agility: Turning ideas into business**
  Jukka Heikkilä, Harry Bouwman and Marikka Heikkilä
- **Digital Business Engineering: Methodological Foundations and First Experiences from the Field**
  Boris Otto, Rieke Bärenfänger and Sebastian Steinbuß
- **Two birds with one stone. An economically viable solution for linked open data platforms**
  Riccardo Bonazzi and Zhan Liu

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RESEARCH – Social media and big data I

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, Tobias Lehmkuhl, Torben Küpper and Reinhard Jung
- **Social CRM Performance Model**
  Torben Küpper, Tobias Lehmkuhl, Nicolas Wittkuhn, Alexander Wieneke and Reinhard Jung
- **Assessment Schema for Social CRM Tools: An Empirical Investigation**
  Torben Küpper, Alexander Wieneke, Nicolas Wittkuhn, Tobias Lehmkuhl and Reinhard Jung
PANEL
Digital Wellness Services for Young Elderly:
New Frontiers for Mobile Technology

Chair:
Christer Carlsson, Professor
IAMSR/Abo Akademi University, Finland

Panelists:
- Harry Bowman, Professor
  TU Delft, The Netherlands & IAMSR/Abo Akademi University, Finland
- Doug Vogel, Professor
  Harbin Institute of Technology, China
- Pirkko Walden, Professor
  IAMSR/Abo Akademi University, Finland

RESEARCH – Business Model Innovation I I

Chair:
To be announced

Presenters:
- More than a gut feeling: Ensuring your inter-organizational business model works
  Cristina Chuva Costa and Paulo Rupino Da Cunha
- The Bitcoin Phenomenon Analysis
  Boris Tomaš and Ivan Švogor
- Towards an Artefact-Oriented Requirements Engineering Model for Developing Successful Products, Services, and Systems:
  Identification of Model Requirements
  Christian Ruf
Tuesday, June 9, 2015 | 11:00 – 12:30 | Concordia

**RESEARCH – Social media and big data II**

**Co-chairs:**
- Jari Salo, Professor, Oulu Business School, Finland
- Hans-Dieter Zimmermann, Professor, FHS St. Gallen, Switzerland

**Presenters:**
- **Crowdsourcing in Software Development: A State of the Art Analysis**
  Niklas Leicht, David Durward, Ivo Blohm and Jan Marco Leimeister
- **Information Quality and Business Intelligence & Analytics**
  Jed Corcoran and Dr Murray Scott
- **Big Data Quality: An Investigation using Quasi-Empirical Scenario Analysis**
  Roger Clarke, Principal, Xamax Consultancy Pty Ltd, Australia & Visiting Professor, Australian National University & UNSW, Australia

Tuesday, June 9, 2015 | 14:00 – 15:30 | Jupiter I

**RESEARCH - Innovations in online and mobile channels**

**Chair:**
To be announced

**Presenters:**
- **Understanding Online Channel Expansion in a SME Context: A Business Model Perspective**
  John Jeansson, Shahrokh Nikou, Rune Gustavsson, Siw Lundqvist, Leif Marcusson, Anna Sell and Pirkko Walden
- **Integration of machine learning insights into organizational learning - a case of B2B sales forecasting**
  Marko Bohanec, Mirjana Kljajić Borštnar and Marko Robnik-Šikonja
- **Ontology based Multi Agent System for the Handicraft Domain E-Bartering**
  Rahma Dhaouadi, Kais Ben Salah, Achraf Ben Miled and Khaled Ghedira
Tuesday, June 9, 2015 | 14:00 – 15:30 | Libertas

PANEL
Business model innovation

Chair:
- Harry Bowman, Professor
  TU Delft, The Netherlands & IAMSR/Abo Akademi University, Finland

Presenters:
To be announced

Tuesday, June 9, 2015 | 14:00 – 15:30 | Concordia

RESEARCH – Social media and big data III

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 and Hanna Mäkinen
- The Effects of Brand Engagement in Social Media on Share of Wallet
  Heikki Karjaluoto, Juha Munnukka and Severi Tiensuu
- Online Dating Sites: A tool for romance scams or a lucrative e-business model?
  Mohini Singh and Margaret Jackson
WORKSHOP – Future University

Chair:
- Mirjana Kljajić Borštnar, Assistant professor & Vice dean for research
  Faculty of Organizational Sciences, University of Maribor, Slovenia

Presenters:
To be announced

PANEL
Cloud Computing: Towards Business e-Model Enlightenment

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

Presenters:
- Dr. Thomas Acton, Head of School of Business & Economics
  National University of Ireland Galway, Ireland
- Dr. Lorraine Morgan, Senior Researcher
  Lero - The Irish Software Research Centre, National University of Ireland
  Galway, Ireland
- Barry Reddan, Senior Manager, Hewlett Packard
- Dr. Ultan Sharkey (Panel), CEO
  Sharkey Consulting, Ireland
Tuesday, June 9, 2015 | 16:00 – 17:30 | Concordia

PANEL
Social Media for business:
Current state and future trends

Chair:
To be announced

Presenters:
To be announced

Wednesday, June 10, 2015 | 9:00 – 10:30 | Jupiter I

RESEARCH - eHealth

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, Konrad Peszynski and Nilmini Wickramasinghe
- The Role of IT governance in Generating business Value from IT investments in Healthcare: Lessons from an Australian Experience
  Peter Haddad and Nilmini Wickramasinghe
- Design Lessons from an RCT to Test Efficacy of a Hybrid eHealth Solution for Work Site Health
  Luuk P.A. Simons, David van Bodegom, Adrie Dumaij and Catholijn Jonker
Wednesday, June 10, 2015 | 9:00 – 10:30 | Jupiter II

RESEARCH – Understanding the e-Customer

Chair:
To be announced

Presenters:
- Why Buy Virtual Helmets and Weapons? Introducing a Typology of Gamers
  Lauri Frank, Markus Salo and Anssi Toivakka
- Designing Tablet Banking Apps for High Net Worth Individuals – Specifying Customer Requirements with Prototyping
  Christian Ruf, Andrea Back and Henk Weidenfeld
- How do website elements impact consumer decisions in C2C e-commerce context? An empirical study
  Ligeng Guo

Wednesday, June 10, 2015 | 9:00 – 10:30 | Libertas

RESEARCH – Decision Support & Rules Management

Chair:
To be announced

Presenters:
  Irina Alic
- Cloud Oriented Business Process Outsourcing using Business Rule Management
  Jeroen Van Grondelle, Rudolf Liefers and Johan Versendaal
- A Classification of Change Categories for Business Rules
  Martijn Zoet and Koen Smit
Wednesday, June 10, 2015 | 10:30 – 12:30 | Jupiter I

RESEARCH – eHealth & IoT

Chair:
- 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, Sander Luiten, Yannick Driel, Kobus Smit and Pascal Ravesteyn
- **Application of Lifetime Electronic Health Records: Are we ready yet?**
  Kai Gand, Peggy Richter and Werner Esswein
- **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, Mark De Reuver, Maarten Kroesen and Harry Bouwman
Wednesday, June 10, 2015 | 10:30 – 12:30 | Jupiter II

RESEARCH – Impact on people and organizational performance

Chair:
To be announced

Presenters:
- Mobile Business with Smartphones and Tablets: Effects of Mobile Devices in SMEs
  Michael H. Quade and Uwe Leimstoll
- Women and ICT: exploring obstacles and enablers of a possible career
  Ruxanda Berghi and Paola Bielli

Wednesday, June 10, 2015 | 10:30 – 12:30 | Libertas

RESEARCH – Artefacts and Examples on Applications

Chair:
To be announced

Presenters:
- What are the factors that influence the success of the BiSL framework for business information management?
  Frank Van Outvorst, Jelle Van Dam, Maurits Methorst, Sjoerd Spée, Erwin Van Steijn and Benny M.E. De Waal
- Supporting Financial Market Surveillance: An IT Artifact Evaluation
  Irina Alic
- Linking Threat Avoidance and Security Adoption: A Theoretical Model For SMEs
  Sean Browne, Michael Lang and Willie Golden
Graduate students consortium

Research plan ‘Optimising implementations of innovations in Operating Room Processes’
Navin Sewberath Misser

Design and Application of a Methodology for Unstructured Data Automated Analysis in Word-of-Mouth
Lucie Sperkova

Analytics on Feedback Creation: The Application of Learning Analytics on Formative Assessments
Justian Knobbout

A conceptual framework for service system interaction
Buddhi Pathak

Social CRM adoption and its influence on organizational performance - SMEs perspective
Marjeta Marolt

Investigating the Impact of Cloud Computing on Service Providers’ Business Models and Strategy Formulation
Trevor Clohessy