

# POSTERS

## Table of contents



TRACK	TITLE	AUTHORS
Accounting Information Systems and ERP	A CONTRIBUTION TO THEORY BUILDING FOR THE SUCCESSFUL IMPLEMENTATION OF ERP AND BPR	Reiter Markus (German Research Center for Artificial Intelligence (DFKI)) Fettke Peter (German Research Center for Artificial Intelligence (DFKI)) Loos Peter (German Research Center for Artificial Intelligence (DFKI))
	IT-BASED COMPETITIVE ADVANTAGE: SUSTAINABLE OR TEMPORARY?	Kuettner Tim (University of Koblenz-Landau), Schubert Petra (University of Koblenz-Landau)
Adoption and Diffusion	INTRODUCING THE ATTITUDE CUBE - A THREE-DIMENSIONAL VIEW ON SITUATIONAL FACTORS IN IS ADOPTION AND THEIR IMPACT ON THE ATTITUDE BEHAVIOR RELATIONSHIP	Krönung Julia (Goethe University Frankfurt)
	GREEN IS IN THE ENERGY SECTOR: SMART METERING ADOPTION IN PRIVATE HOUSEHOLDS	Wunderlich Philipp (University of Mannheim) Veit Daniel (University of Mannheim)
	THE ROLE OF SUBCULTURES IN UNDERSTANDING THE DIFFUSION PROCESS OF A MANAGEMENT INFORMATION SYSTEM	Abubakre Mumin (Loughborough University) Coombs Crispin (Loughborough University) Ravishankar M.N. (Loughborough University)
Alternative Genres	THE ROLE OF ROLE-PLAY: INTANGIBLE SYSTEMS REPRESENTATIONS IN INFORMATION SYSTEMS	Mueller Roland M. (Berlin School of Economics and Law) Thoring Katja (Anhalt University of Applied Sciences)

TRACK	TITLE	AUTHORS
<b>Business Intelligence and Knowledge Management</b>	TOWARDS UNIVERSAL SENTIMENT ANALYSIS THROUGH WEB MINING	Krauss Jonas (University of Cologne), Nann Stefan (University of Cologne), Schoder Detlef (University of Cologne)
	A BUSINESS INTELLIGENCE FRAMEWORK FOR RISK ASSESSMENT IN BUSINESS NETWORKS	Liu Lingzhe (Erasmus University Rotterdam), Daniels Hennie (Tilburg University), Weigand Hans (Tilburg University)
	TOWARDS AN ENTERPRISE LEVEL ROI DRIVEN CAMPAIGN PLANNING TOOL	Balkan Sule (Arizona State University)
	BELONGING TO T- OR L-PROFESSION? ABOUT PROFESSIONAL AND ORGANIZATIONAL CHALLENGES FOR KNOWLEDGE MANAGEMENT	Svensson Ann (Jönköping International Business School)
	THE ROAD LESS TRAVELLED: A NEW PERSPECTIVE ON SUSTAINED COMPETITIVE ADVANTAGE THROUGH KNOWLEDGE CREATION	O Riordan Niamh (National University of Ireland, Adam FredGalway) Adam Frédéric (University College Cork), O Reilly Philip (University College Cork)
	INFLUENCE POTENTIAL FRAMEWORK: A METHOD TO DETERMINE THE REFERENCE POTENTIAL IN MICROBLOGS	Heinrich Kai (TU-Dresden)
<b>Co-creating Innovations</b>	COLLABORATION ENGINEERING TO IMPROVE THE IDEA QUALITY IN IDEA COMMUNITIES	Kipp Philipp (Kassel University), Bretschneider Ulrich

TRACK	TITLE	AUTHORS
E-Health	DESIGNING JUDGEMENT DEVICES: INFORMATION NEEDS IN THE CHOICE OF PRIMARY HEALTHCARE PROVIDER	Ranerup Agneta (Department of applied IT)
	DESIGN OF AN INTEGRATED EHEALTH PLATFORM FOR RURAL AND MARGINALIZED CONTEXTS	Thinyane Mamello (University of Fort Hare), Moorosi Nyalleng (University of Fort Hare)
	TOWARDS A TYPOLOGY FOR TELEMEDICAL SERVICES	Peters Christoph (Kassel University), Menschner Philipp (Kassel University)
	INVESTIGATING THE FACTORS THAT COULD IMPACT THE INTENTION TO USE A NEW MEDICAL TECHNOLOGY: CASE STUDY OF AUSTRALIAN TELEHEALTH SYSTEM WHERE DIGITAL STETHOSCOPES ARE DEPLOYED	Soroush Layla (Griffith University)
Enterprise Transformation	TOWARDS A TYPOLOGY OF GREEN IS STRATEGIES: INSIGHTS FROM CASE STUDY RESEARCH	Loeser Fabian (Technische Universitaet Berlin (Berlin Institute of Technology), EreK Koray (Technische Universitaet Berlin (Berlin Institute of Technology), Zarnekow Ruediger (Technische Universitaet Berlin (Berlin Institute of Technology)
	THE IDENTIFICATION AND DEFINITION OF VALUE MANAGEMENT PRACTICES USED TO ORGANISE IS INVESTMENTS: A LITERATURE REVIEW AND EXPLORATORY CASE STUDY	Antwerp Management School), Maes Kim (University of Antwerp, De Haes Steven (Antwerp Management School), Van Grembergen Wim (University of Antwerp)
	ENTERPRISE ARCHITECTURE CYBERNETICS	Kandjani Hadi (Griffith University), Bernus Peter (Centre for Enterprise Architecture and Management)
	TRANSFORMING BUSINESS AND THE ROLE OF BUSINESS-IT ALIGNMENT: EVIDENCE FROM A REAL-LIFE CASE STUDY	Wagner Heinz-Theo (German Graduate School)

TRACK	TITLE	AUTHORS
General	SMART RESILIENCE MECHANISMS TO BRIDGE RESOURCE FAILURES IN CLOUD COMPUTING	Bodenstein Christian (University of Freiburg), Bendler Johannes, Neumann Dirk (University of Freiburg)
	THE INFLUENC OF CULTURE AND LEARNING METHOD ON SELF-EFFICACY AND PERFORMANCE: A COMPARISON OF THE UNITED STATES AND THE PEOPLE'S REPUBLIC OF CHINA	Torkzadeh Gholamreza (University of Nevada Las Vegas), Chang Jerry Cha Jan (University of Nevada Las Vegas), Xiao Zhi (University of Nevada Las Vegas), Deng Honghui (University of Nevada Las Vegas)
	A LOOK ON DIGITAL PRESERVATION THROUGH THE LENS OF INFORMATION SYSTEMS RESEARCH – A SYSTEMATIC LITERATURE REVIEW	Burda Daniel (University of Osnabrück / SAP Research), Teuteberg Frank (University of Osnabrueck)
	THEORISING OPEN DEVELOPMENT THROUGH AN INSTITUTIONAL LENS: A STUDY OF IRANIAN ONLINE INTERACTIONS	Hercheui Magda (Westminster Business School), Nicholson Brian (The University of Manchester), Ameripour Aghil (The University of Manchester)
	PERFORMANCE OF BUSINESS MODELS: EMPIRICAL INSIGHTS FROM THE SOFTWARE INDUSTRY	Schief Markus (SAP AG), Pussep Anton (Technische Universitaet Darmstadt), Buxmann Peter (Technische Universität Darmstadt)
	THE "I" IN "IS": UNDERSTANDING HUMAN COMPUTER-BASED INFORMATION BEHAVIOR	Hemmer Erik (University of Mannheim Business School), Heinzl Armin (University of Mannheim), Leidner Dorothy (Baylor University)
	ESTIMATING THE HELPFULNESS OF PRODUCT REVIEWS	Scholz Michael (Juniorprofessur für Wirtschaftsinformatik)
	SERVICE INNOVATION CAPABILITIES IN IT-CONSULTING	Plattfaut Ralf (University of Muenster), Niehaves Björn (European Research Center for Information Systems)
	CONFLICT IN THE VALUE-CHAIN: AN ANALYSIS OF COMPETITIVE ADVANTAGE IN REQUIREMENTS MANAGEMENT OF ERPS	Johansson Björn (School of Economics and Management Lund University)
Global Sourcing Management	HOW TO GENERATE HABITUAL KNOWLEDGE MANAGEMENT SYSTEM USE? AN APPLICATION OF THE THEORY OF BASIC HUMAN VALUES	Tams Stefan (HEC Montréal), Thatcher Jason (Clemson University), Srite Mark (University of Wisconsin-Milwaukee)

TRACK	TITLE	AUTHORS
<b>Information Technology (IT) Project Management</b>	INVESTIGATING RISK EMERGENCE BY USING ESCALATION THEORIES – AN EXPLORATORY STUDY OF AN IN-HOUSE DEVELOPMENT PROJECT IN THAILAND	Parinyavuttichai Nipon (Rajabhat Rajanagaraindra University), Lin Angela (University of Sheffield)
	AN EXPERIMENTAL STUDY ON THE DYNAMIC RECONFIGURATION OF SOFTWARE PROJECTS	Covolan Rosito Maurício (PUCRS)
	INFORMATION TECHNOLOGY PROJECTS AND SOCIOTECHNICAL FACTORS	Iyamu Tiko (Tshwane University of Technology)
<b>IS in Education IS Curriculum</b>	EMPOWERING EMPLOYEES WITH COMPUTER BASED LEARNING: AN EMPIRICAL INVESTIGATION	Siering Michael (Goethe University Frankfurt), Pahlke Immanuel (Goethe University Frankfurt - Institute of Information Systems)
	IT'S IMPACT ON HUMAN CAPITAL IN EDUCATION	Kobelsky Kevin (University of Michigan - Dearborn), Larosiliere Greg (Baylor University)
<b>IT Enabled Supply Chain Management</b>	THE EFFECT OF INFORMATION TECHNOLOGY SERVICE QUALITY ON SUPPLYCHAIN PERFORMANCE	Gorla Narasimhaiah (American University of Sharjah), Scavarda Annibal (American University of Sharjah)
<b>IT for Global Welfare and Sustainability</b>	ESTIMATING THE ENVIRONMENTAL IMPACT OF CITIZENS' TRANSACTIONS WITH THE PUBLIC SECTOR: THE CASE OF GREECE	Chaniotaki Eleni (Athens University of Economics and Business), Lekakos George (Athens University of Economics and Business)
	USING SEMANTIC TECHNOLOGIES TO IDENTIFY CRITICAL COMMODITIES TO ENABLE SUSTAINABLE PROCESS IMPROVEMENT	Eisenbarth Thomas (University of Augsburg), Gleich Benedikt (University of Augsburg)

TRACK	TITLE	AUTHORS
<b>IT-IS Management and Development Methodologies</b>	SOFT SCHEMAS: ALLOWING SYSTEMS TO ADAPT DYNAMICALLY TO THE USER'S MENTAL MODEL OF THE APPLICATION DOMAIN	Kapros Evangelos (Trinity College The University of Dublin)
	USING FORMAL MODEL INTEGRITY CHECKS TO IMPROVE THE SOFTWARE ENGINEERING PROCESSES	Seidel Gunter E. (University of St. Gallen)
	MANAGING CONTINUOUSLY ACQUIRED EMERGENT REQUIREMENTS: A NETWORK MODELING APPROACH	Truex Duane (Mid University Sweden), Olsson Leif (Mid University Sweden), Larsson Aron (Mid University Sweden), Nilsson Olof (Mid University Sweden)
	DOCUMENTS AS INTERACTIVE NARRATIVE: A VEHICLE FOR EFFECTIVE DIALOGUE IN SYSTEMS ANALYSIS	Bednar Peter (University of Portsmouth), Welch Christine (University of Portsmouth)
<b>Mobile and Pervasive Computing</b>	PERSONALIZED AND CONTEXT-AWARE RECOMMENDATION OF RUNNING ROUTES	Chapko Alexandra (German Research Center for Artificial Intelligence (DFKI)), Knoch Sönke (German Research Center for Artificial Intelligence (DFKI)), Leonhardt Frederik (German Research Center for Artificial Intelligence (DFKI)), Emrich Andreas (German Research Center for Artificial Intelligence (DFKI)), Graessle Marc (German Research Center for Artificial Intelligence (DFKI)), Ganev Lyubomir (German Research Center for Artificial Intelligence (DFKI)), Werth Dirk (German Research Center for Artificial Intelligence (DFKI)), Loos Peter (German Research Center for Artificial Intelligence (DFKI))

TRACK	TITLE	AUTHORS
<b>Public Sector ICT</b>	WHAT IS THIS THING CALLED E-SERVICE? A CRITICAL LOOK AT THE USE OF THE CONCEPT 'E-SERVICE'	Ølnes Svein (Western Norway Research Institute), Jansen Arild (University of Oslo)
	GATE-KEEPING IN THE AGE OF INFORMATION SOCIETY: ONLINE GPA DATA IN LOWER SECONDARY SCHOOL	Andersen Kim Normann (Copenhagen Business School), Henriksen Helle Zinner (Copenhagen Business School), Carlsen Mathilde Hjerrild (Copenhagen Business School), Sløk Camilla (Copenhagen Business School)
	PUBLIC MANAGEMENT AND POLICY NETWORKS AND INFORMATION INFRASTRUCTURE: AN EXPLORATORY ANALYSIS	Letch Nick (The University of Western Australia)
	THE ADOPTION PROCESS OF WEB 2.0 FOR MASS COLLABORATION IN GOVERNMENTAL ORGANIZATIONS	Ghazawneh Ahmad (Jönköping International Business School)
<b>Research Methods</b>	DESIGN SCIENCE RESEARCH IN ACTION - ANATOMY OF SUCCESS CRITICAL ACTIVITIES FOR RIGOR AND RELEVANCE	Kopenhagen Norbert (University of Mannheim), Gass Oliver (University of Mannheim), Mueller Benjamin (University of Mannheim), Maedche Alexander (University of Mannheim)
	THE ROLES OF EVALUATION IN INFORMATION SYSTEMS RESEARCH	Goldkuhl Göran (Linköping University), Lagsten Jenny (Örebro University)
<b>Serious Games and Simulations</b>	PATTERNED INTERACTIONS IN COMPLEX SYSTEMS: THE ROLE OF IT FOR BUSINESS VALUE GENERATION	Chan Jacqueline (University of Sydney), Poon Simon (The University of Sydney), Land Lesley (University of New South Wales)



TRACK	TITLE	AUTHORS
<b>Social Computing and Collaboration</b>	WHAT MAKES THEM "LIKE?" THE DEAL? INVESTIGATING DETERMINANTS OF E-WORD-OF-MOUTH	Schäfer Kerstin (Humboldt-Universität zu Berlin), Krasnova Hanna (Institute of Information Systems), Günther Oliver (Humboldt-Universität zu Berlin)
	IDENTIFYING ONLINE FIELDS IN USER-GENERATED CONTENT PLATFORMS	Judge Business School), Arriaga Manuel (University of Cambridge, Levina Natalia (NYU Stern), Provost Foster (NYU Stern)
	SOCIAL MEDIA BRAND COMMUNITY ENGAGEMENT AND FIRM PERFORMANCE: EVIDENCE FROM FACEBOOK AND TWITTER	Lin Zhijie (National University of Singapore), Goh Khim Yong (National University of Singapore)
	DATA QUALITY IN ONLINE SOCIAL NETWORKS: THE CASE OF XING.COM	Probst Florian (FIM Research Center Finance & Information Management, University of Augsburg), Görz Quirin (FIM Research Center Finance & Information Management University of Augsburg)
	SENTIMENT EXCHANGE ACROSS SOCIAL NETWORK RELATIONSHIPS	Hillmann Robert (Technische Universität Berlin), Netherlands), Trier Matthias (University of Amsterdam)
	MANAGING THE QUALITY OF HUMAN COMPUTATION TASKS IN MULTI-LABELLING SCENARIOS	Kern Robert (Karlsruhe Institute of Technology), Wichmann Pascal (Karlsruhe Institute of Technology (KIT), Borek Alexander (University of Cambridge), Parlikad Ajith (University of Cambridge), Satzger Gerhard (Karlsruhe Institute of Technology)
<b>Technology Substitution</b>	WHY DO PEOPLE SWITCH TO NEW TECHNOLOGIES? – PROPOSING A CONCEPTUAL MODEL TO EXPLAIN TECHNOLOGY TRANSITION	Thakurta Rahul (Xavier Institute of Management), Urbach Nils (EBS University of Business and Law), Basu Anamitra (Indian Institute of Technology Bhubaneswar)