



University of Maribor

Faculty of Organizational Sciences

# 32<sup>nd</sup> Bled eConference

Humanizing Technology  
for a Sustainable Society



UNI

BIZ

TECH

GOV

June 16 – 19, 2019

Bled, Slovenia

Programme of the  
32<sup>nd</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;
- Doctoral 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

GoOpti Local Transfer Service  
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### Registration Desk

Sunday, June 16  
🕒 18:00-21:00

Monday, June 17 - Wednesday, June 19  
🕒 8:00-17:30

### PC Meeting

Sunday, June 16  
🕒 17:30 - 19:00

### Social Events

Sunday, June 16 – Deans' Reception | 🕒 19:00  
📍 Congress Centre, Rikli Balance Hotel

Monday, June 17 – Reception and Dinner  
📍 Restaurant and Inn Kunstelj, Radovljica  
Bus departure from Rikli Balance Hotel at 19:00 and 19:30

Tuesday, June 18 – Reception and Dinner | 🕒 19:00  
📍 Rikli Balance Hotel

Sunday, June 16, 2019

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## CONFERENCE PROGRAMME

Sunday, 16<sup>th</sup> June 2019

9:00 – 17:30    Doctoral Consortium  
📍 Voda Hall

12:00 – 13:00    🍴 LUNCH

Monday, June 17, 2019

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## CONFERENCE PROGRAMME

Monday, 17<sup>th</sup> June 2019

9:00 – 10:30    Opening Plenary Session  
(together with the Living Bits and  
Things conference)  
📍 Arnold I Hall

10:30 – 11:00    ☕ BREAK

11:00 – 12:30    Plenary Session  
📍 Arnold I Hall

12:30 – 14:00    🍴 LUNCH

14:00 – 15:30    RESEARCH TRACK:  
Smart Cities & Blockchain  
📍 Arnold I Hall

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PANEL: Digital Disruption in  
Healthcare and Wellness 1  
📍 Voda Hall

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Projects & Initiatives  
📍 Zrak Hall

15:30 – 16:00    ☕ BREAK

16:00 – 17:30    Students Bazaar  
📍 Arnold I Hall

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PANEL: Digital Disruption in  
Healthcare and Wellness 2  
📍 Voda Hall

Tuesday, June 18, 2019

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## CONFERENCE PROGRAMME

Tuesday, 18<sup>th</sup> June 2019

9:00 – 10:30 RESEARCH TRACK: Business Models 1  
📍 Arnold I Hall

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RESEARCH TRACK: Data Science 1  
📍 Voda Hall

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RESEARCH TRACK: Social Media,  
Online & Sharing Economy 1  
📍 Zrak Hall

10:30 – 11:00

 BREAK

11:00 – 12:30 RESEARCH TRACK: Business models 2  
📍 Arnold I Hall

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RESEARCH TRACK: Data Science 2  
📍 Voda Hall

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RESEARCH TRACK: Social Media,  
Online & Sharing Economy 2  
📍 Zrak Hall

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PANEL: Digitalization in Hospitals  
📍 Sonce Hall

12:30 – 14:00

 LUNCH

14:00 – 15:30 WORKSHOP: Introduction to Data  
Science with Orange  
📍 Voda Hall ⌚ 14:00-18:00

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RESEARCH TRACK: Bled eConference 1  
📍 Zrak Hall

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RESEARCH TRACK: Digital Wellness  
📍 Sonce Hall

15:30 – 16:00

 BREAK

16:00 – 17:30 WORKSHOP: The Need for Physical  
Asset Management Competences in  
Digital Era  
📍 Arnold I Hall ⌚ 16:00-19:00

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WORKSHOP: Introduction to Data  
Science with Orange  
📍 Voda Hall ⌚ 14:00-18:00

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RESEARCH TRACK: Bled eConference 2  
📍 Zrak Hall

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RESEARCH TRACK: eHealth  
📍 Sonce Hall

Wednesday, June 19, 2019

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## CONFERENCE PROGRAMME

### Wednesday, 19<sup>th</sup> June 2019

9:00 – 10:30 RESEARCH TRACK:  
Digital Transformation 1  
📍 Arnold I Hall

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RESEARCH TRACK: Education in the  
Digital Economy 1  
📍 Voda Hall

10:30 – 11:00  BREAK

11:00 – 12:30 RESEARCH TRACK:  
Digital Transformation 2  
📍 Arnold I Hall

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RESEARCH TRACK:  
Education in the Digital Economy 2  
📍 Voda Hall

12:30 – 14:00  LUNCH

## Doctoral Consortium

🕒 9:00 – 17:30 | 📍 Voda Hall

### Welcome address by Doctoral Consortium

#### Co-chairs:

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

**Roger Bons**, Professor, FOM University of Applied Sciences for Economics and Management, Germany

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

#### Presentation:

##### »How to get published?«

**Carol Saunders**, Professor Emerita, University of Central Florida, Florida

#### Students' Presentations:

##### The Impact of Using Digital Technologies within the Personal Sales Conversation at the POS on Customer Satisfaction - A Mixed-Methods Investigation within the Retail-Industry

**Dominik Rode**, UCAM, Germany and

**Cathrin Stammen-Hegener**, FOM University of Applied Sciences for Economics and Management, Germany

##### Co-Creation of Public Services Literature Review

**Rok Hržica**, University of Ljubljana, Slovenia

##### Digital Transformation of Croatian Seaports

**Marija Jović**, University of Rijeka, Croatia

##### Intelligent Personal Assistants in Business Processes: Evaluation of a Prototype (V-IP-A)

**Daniel Hüsson** and

**Alexander Holland**, FOM University of Applied Sciences for Economics and Management, Germany

Sunday, June 16, 2019

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**The Integration of Data Science into  
State-of-the-Art- and Future- Business-  
Information Management Concepts**

Andreas Jürgens, UCAM, Germany

**Development of Governance-Risk-Compliance  
Framework for Cloud Environment**

Martin Zbořil, University of Economics Prague,  
Czech Republic

**Building Trust in a Digitizing World**

Thies van der Linde, University of Applied Sciences Utrecht,  
Netherlands

**Effects of Digital Technologies on Sustainability  
Performance: Business Model Perspective**

Doroteja Vidmar, University of Maribor, Slovenia

**Designing Control Mechanisms for Trustworthy  
Digital Multisided Marketplace Platforms in  
Developing Countries: The case of Non-Commodity  
Products from Small and Medium Enterprises**

Ade Ratnasari, Delft University of Technology, Netherlands

**WORKSHOP:  
Research Design Canvas**

**Presenter:**

Anand Sheombar, HU University of Applied Sciences Utrecht,  
Netherlands



Monday, June 17, 2019

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## Opening Plenary Session

🕒 9:00 – 10:30 | 📍 Arnold Hall

### Bled eConference Chair & Program Committee Chair:

Andreja Pucihar, Associate Professor  
University of Maribor, Slovenia

### Living Bits and Things Conference Chair & Program Committee Chair:

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

### Welcome Addresses:

Iztok Podbregar, Professor & Dean  
University of Maribor, Slovenia

### Artificial Intelligence and Ethics: The Importance of Keeping tchnology Human and Useful

Rudi Medved, Minister  
Ministry of Public Administration and Information Society,  
Slovenia

### Keynote Speakers:

#### Industry 4.0 and the Human Being (in the Production Environment)

Günter Riedhofer, Corporate Vice President for Information  
Technology Siltronic AG, Germany

#### It is not about Connect and Collect, it's about Insight and Action

Felix Denner, The Weather Company, an IBM Business,  
Germany

#### Research Track Chair Report

Juergen Seitz, Baden-Wuerttemberg Cooperative State  
University (DHBW) Heidenheim, Germany

#### Outstanding Paper and Outstanding Reviewer Award

Roger Bons, FOM University of Applied Sciences for  
Economics and Management, Germany

Monday, June 17, 2019

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## Plenary Session

🕒 11:00 – 12:30 | 📍 Arnold I Hall

### Chair:

Janez Potočnik, Co-Chair of UN International Resource Panel  
and Partner SYSTEMIQ, Belgium

### Presenters:

#### *Digitalisation and Resource Efficiency*

Martin Vogt, Managing Director, VDI Centre for Resource  
Efficiency, Germany

#### *Resource Management and Digitalisation: Recent Developments and Prospects*

Janez Potočnik, Co-Chair of UN International Resource Panel  
and Partner SYSTEMIQ, Belgium

#### *Smart Transformations: Digitalisation as an Opportunity*

Peter Wostner, Smart Specialisation Division, Government  
Office for Development and European Cohesion Policy,  
Slovenia

Monday, June 17, 2019

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## RESEARCH TRACK Smart Cities & Blockchain

🕒 14:00 – 15:30 | 📍 Arnold I Hall

### Co-chairs:

Hans-Dieter Zimmerman, FHS St. Gallen, Switzerland

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

Roger Bons, FOM University of Applied Sciences for  
Economics and Management, Germany

### Presentations:

#### *Global Service Platforms in Local Markets: Case Taxi Services*

Jups Heikkilä and Marikka Heikkilä, University of Turku,  
Finland

#### *Trust, Fear and Social Influence: on the use of Social Media in China's Authoritarian Governance Regime*

Vincent Homburg, Erasmus University Rotterdam, DPAS,  
Netherlands

#### *Unlocking the Smart Home: An Examination of Factors Influencing Smart Lock Adoption Intention*

Stanislav Mamonov, Montclair State University, United States  
of America

Raquel Benbunan-Fich, City University of New York, United  
States of America

#### *Reclaiming Control over Personal Data with Blockchain Technology: An Exploratory Study*

Thomas Mejtoft, David Hellman and Ulrik Söderström, Umeå  
University, Sweden

#### *Understanding the Creation of Trust in Cryptocurrencies: Bitcoin*

Venkata Marella and Bikesh Raj Upreti, Aalto University,  
Finland

Jani Merikivi, Grenoble Ecole De Management, France

Monday, June 17, 2019

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## Projects & Initiatives

🕒 14:00 - 15:30 | 📍 Zrak Hall

### Chair:

Andreja Pucihar, University of Maribor, Slovenia

### Presenters:

*Care4Tech – A Coordinated Approach to Smart Living Technology Development in the Alpine Space Region*

Christian Kittl, Evolaris next level GmbH, Austria

*Maximizing Outcomes of EU-Funded Projects: Developing Synergies between Danube Energy+ and CE Connector*

Tamara Högler, Consulting & Management, Germany

*Smart Villages: Digital Tools for Community Engagement and Sustainable Rural Development*

Veronika Zavratnik, University of Ljubljana, Slovenia

*Boosting the Innovation Potential of SMEs with Digitalization: The DIGI-B-CUBE Approach*

Tamara Högler, Consulting & Management, Germany

*Supporting SMEs in Digital Transformation – Digital Innovation Hub Slovenia*

Andreja Pucihar, University of Maribor, Slovenia

**PANEL**  
**Digital Disruption in Healthcare  
and Wellness 1**

🕒 14:00 – 15:30 | 📍 Voda Hall

**Co-chairs:**

**Nilmini Wickramasinghe**, Epworth Healthcare & Swinburne University of Technology, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University (DHBW) Heidenheim, Germany

**Presenters:**

**Gisela García Álvarez**, Galician Health Cluster, Spain

**Victor Fariña**, Queres Technologies, Spain

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

**Christian Kittl**, Evolaris next level GmbH, Austria

**Miroslav Končar**, Marand, Slovenia & Faculty of Electrical Engineering and Computing, Zagreb, Croatia

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

**Ronald Spanjers**, Roessingh Rehabilitation, The Netherlands

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

**Živa Rant**, National Institute of Public Health (NIJZ), Slovenia

**Mar Ferreiro Broz**, Ministry of Social Affairs of Galicia

**Silvia Laiño Piñeiro**, Ministry of Social Affairs of Galicia

Monday, June 17, 2019

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## Students Bazaar

🕒 16:00 – 17:30 | 📍 Arnold I Hall

### Co-chairs:

Pascal Ravesteijn, University of Applied Sciences Utrecht, Netherlands

Marijn Plomp, Vrije Universiteit Amsterdam, Netherlands

Koen Smit, HU University of Applied Sciences Utrecht, Netherlands

### Presentation jury:

Roger Bons, FOM University of Applied Sciences for Economics and Management, Germany

Janko Burgar, Cosylab d.d., Slovenia

### Presenters:

#### *The Forest is Listening*

Robin de Jong, Jurre van der Maazen, John van Meerten, Eline van der Linden and Joost Lekkerkerker, HU University of Applied Sciences Utrecht, Netherlands

#### *Crowded*

Esther van Dam, HU University of Applied Sciences Utrecht, Netherlands

#### *Application Insula*

Katja Hrovatič, Jan Vidmar, Andraž Pirnat and Grega Cerar, University of Maribor, Slovenia

Monday, June 17, 2019

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**PANEL**  
**Digital Disruption in Healthcare  
and Wellness 2**

🕒 16:00 – 17:30 | 📍 Voda Hall

**Co-chairs:**

**Nilmini Wickramasinghe**, Epworth Healthcare & Swinburne University of Technology, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University (DHBW) Heidenheim, Germany

**Presenters:**

**Gisela García Álvarez**, Galician Health Cluster, Spain

**Victor Fariña**, Queres Technologies, Spain

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

**Christian Kittl**, Evolaris next level GmbH, Austria

**Miroslav Končar**, Marand, Slovenia & Faculty of Electrical Engineering and Computing, Zagreb, Croatia

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

**Ronald Spanjers**, Roessingh Rehabilitation, The Netherlands

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

**Živa Rant**, National Institute of Public Health (NIJZ), Slovenia

**Mar Ferreiro Broz**, Ministry of Social Affairs of Galicia

**Silvia Laiño Piñeiro**, Ministry of Social Affairs of Galicia

Tuesday, June 18, 2019

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## RESEARCH TRACK Business Models 1

🕒 9:00 – 10:30 | 📍 Arnold I Hall

### Co-chairs:

Christian Kittl, evolaris next level Research Centre, Austria

Andreja Pucihar, University of Maribor, Slovenia

Mirjana Kljajić Borštnar, University of Maribor, Slovenia

### Presenters:

#### *Does BMI help Business to Succeed?*

Marikka Heikkilä and Jups Heikkilä, University of Turku, Finland

Harry Bouwman, Delft University of Technology, Netherlands

Olli Heimo, University of Turku, Finland

#### *Jumping, Dumping, and Pumping: Three Mental Principles for Idea Generation to Activate Software-Based Tools in Business Model Innovation*

Daniel Szopinski, Paderborn University, Germany

#### *SMEs Business Model Innovation: does Enterprise Size Matter?*

Gregor Lenart, Marjeta Marolt, Doroteja Vidmar,

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

#### *The Data-Driven Business Value Matrix - A Classification Scheme for Data-Driven Business Models*

Gert Breiffuss and Michael Fruhwirth, Know-Center GmbH, Austria

Viktorija Pammer-Schindler, University of Technology Graz, Austria

Hermann Stern and Sebastian Dennerlein, Know-Center GmbH, Austria



Tuesday, June 18, 2019

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## RESEARCH TRACK

### Social Media, Online & Sharing Economy 1

🕒 9:00 – 10:30 | 📍 Zrak Hall

#### Chair:

Hans-Dieter Zimmerman, FHS St. Gallen, Switzerland

#### Presenters:

*Exploring Online Customer Experience Formation:  
How do Customers Explain Negative Emotions  
during Online Shopping Encounters?*

Tiina Kemppainen, Markus Makkonen and Lauri Frank,  
University of Jyväskylä, Finland

*User Experience Design and Digital Nudging in a  
Decision Making Process*

Thomas Mejtoft, Charlotte Ristiniemi, Ulrik Söderström and  
Eva Mårell-Olsson, Umeå University, Sweden

*Is Facebook A Ride-Sharing Platform? Exploration  
Through Affordance Theory*

Mijalche Santa and Anita Ciunova Shuleska, Ss Cyril and  
Methodius University in Skopje, Republic of North Macedonia

*Control Mechanisms for Assessing the Quality of  
Handmade and Artistic Products in e-Marketplace  
Platforms*

Ade Ratnasari and Mark de Reuver, Delft University of  
Technology, Netherlands

*The Effects of Positive and Negative Emotions  
During Online Shopping Episodes on Consumer  
Satisfaction, Repurchase Intention, and  
Recommendation Intention*

Markus Makkonen, Janne Riekkinen and Lauri Frank,  
University of Jyväskylä, Finland

Jari Jussila, Häme University of Applied Sciences, Finland

Tuesday, June 18, 2019

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## RESEARCH TRACK Data Science 1

🕒 9:00 – 10:30 | 📍 Voda Hall

### Co-chairs:

Guido Ongena, HU University of Applied Sciences Utrecht,  
Netherlands

Sanda Martinčić Ipšić, University of Rijeka, Croatia

### Presenters:

#### *Process Mining in The Rail Industry: A Qualitative Analysis of Success Factors and Remaining Challenges*

Koen Smit, HU University of Applied Sciences Utrecht,  
Netherlands

Joris Mens, Nederlandse Spoorwegen, Netherlands

#### *Personality-Based Content Engineering for Rich Digital Media*

Haris Krijestorac, Rajiv Garg and Maytal Saar-Tsechansky, The  
University of Texas at Austin, United States of America

#### *Technological and Human Aspects of a Successful Business Intelligence Project*

Julija Lapuh Bele, Tomaž Dular and Rok Pirnat, B2 d.o.o.,  
Slovenia

#### *Guided Machine Learning for Business Users*

Adrian Bourcevet, CubeServ AG, Switzerland

Gunther Piller and Matthias Scholz, University of Applied  
Sciences Mainz, Germany

Jan Wiesemann, CubeServ GmbH, Germany

Tuesday, June 18, 2019

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## RESEARCH TRACK Business Models 2

🕒 11:00 – 12:30 | 📍 Arnold I Hall

### Co-chairs:

Christian Kittl, evolaris next level Research Centre, Austria

Andreja Pucihar, University of Maribor, Slovenia

Mirjana Kljajić Borštnar, University of Maribor, Slovenia

### Presenters:

#### *mHealth Business Model Framework for the Maternal and Baby Segment: A Design Science Research Approach*

Christiana Mueller, Institute of General Management and Organisation, Austria

#### *The Business Rule Type Jungle: An Explorative Analysis*

Eline van der Linden, Koen Smit and Matthijs Berkhout, HU University of Applied Sciences Utrecht, Netherlands

Martijn Zoet, Zuyd University of Applied Sciences, Netherlands

#### *Willingness to Share Supply Chain Data in an Ecosystem Governed Platform – An Interview Study*

Tomi Dahlberg and Tiina Nokkala, University of Turku, Finland

#### *Traditional Businesses in the Sharing Economy: Critical Success Factors and Prerequisites*

Julia Schmid and Uwe Leimstoll, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland

Tuesday, June 18, 2019

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**RESEARCH TRACK**  
**Social Media,  
Online & Sharing Economy**

🕒 11:00 – 12:30 | 📍 Zrak Hall

**Chair:**

Hans-Dieter Zimmerman, FHS St. Gallen, Switzerland

**Presenters:**

*Representing Precarious Work in the Sharing Economy through (De)motivations of Uber Contractors*

Anne-Marie Tuikka, University of Turku, Finland

Abayomi Baiyere, Copenhagen Business School, Denmark

Kai Kimppa, University of Turku, Finland

*The Effects of Individual Values on Online Shopping Spending*

Markus Makkonen, Lauri Frank and Tiina Kemppainen,  
University of Jyväskylä, Finland

*Social Media and Electoral Predictions:  
A Meta-Analytic Review*

Marko Skoric, City University of Hong Kong, Hong Kong

Jing Liu, The Hong Kong University of Science and Technology,  
Hong Kong

Kokil Jaidka, Nanyang Technological University, Singapore

*Twitter at the Hands of the Church*

Soile Karjalainen and Raija Halonen, University of Oulu,  
Finland

Tuesday, June 18, 2019

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## RESEARCH TRACK Data Science 2

🕒 11:00 – 12:30 | 📍 Voda Hall

### Co-chairs:

Guido Ongena, HU University of Applied Sciences Utrecht,  
Netherlands

Sanda Martinčić Ipšić, University of Rijeka, Croatia

### Presenters:

#### *Feel the Moosic: Emotion-Based Music Selection and Recommendation*

Patrick Helmholtz, Michael Meyer and Susanne Robra-  
Bissantz, University of Braunschweig, Germany

#### *Selecting a Business Intelligence Solution that is Fit for Business Requirements*

Marko Pribisalić, Igor Jugo and Sanda Martinčić – Ipšić,  
University of Rijeka, Croatia

#### *Transformation of Medical Diagnostics with Machine Learning by Considering the Example of Atrial Fibrillation Identification*

Simone Schneider, Thorsten Gau, Annika Grosse and  
Holger Hennig, IBM, Germany

Carmen Winter, Corporate State University Stuttgart,  
Germany

Tuesday, June 18, 2019

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**PANEL**  
**Digitalization in Hospitals:  
Experiences with Implementations**

🕒 11:00 – 12:30 | 📍 Sonce Hall

**Chair:**

**Navin Sewberath Misser**, University of Applied Sciences  
Utrecht, Netherlands

**Presenters:**

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State  
University (DHBW) Heidenheim, Germany

**Ronald Spanjers**, Roessingh Rehabilitation, The Netherlands

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

**Živa Rant**, National Institute of Public Health (NIJZ), Slovenia

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

**Nilmini Wickramasinghe**, Epworth Healthcare & Swinburne  
University of Technology, Australia

Tuesday, June 18, 2019

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## RESEARCH TRACK Bled eConference 1

🕒 14:00 – 15:30 | 📍 Zrak Hall

### Chair:

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

### Presenters:

#### *Beyond De-Identification: Record Falsification to Disarm Expropriated Data-Sets*

Roger Clarke, Xamax Consultancy Pty Ltd, Australia

#### *Does Quality Influence the Required Capacity of Business Information Management? The Case of Agriculture*

Melissa Hartsink, University of Applied Sciences Utrecht,  
Netherlands

Frank Van Outvorst, The Lifecycle Company, Netherlands

Matthijs Ter Braak and Benny M.E. De Waal, University of  
Applied Sciences Utrecht, Netherlands

#### *An Approach for Secure Data Transmission in a Distributed Production Environment*

Matej Vuković and Christian Kittl, evolaris next level GmbH,  
Austria

Jürgen Mangler, Center for Digital Production, Austria

Stefan Thalmann, University of Graz, Austria

#### *Exploring the Willingness-to-Share Data of Digitized Products in B2B Manufacturing Industries*

Manuel Holler, Helen Vogt and Linard Barth, Zurich University  
of Applied Sciences, Switzerland

Tuesday, June 18, 2019

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# WORKSHOP

## Introduction to Data Science with Orange

🕒 14:00 – 18:00 | 📍 Voda Hall

### Moderator:

Ajda Pretnar, University of Ljubljana, Faculty of computer and information science, Slovenia



Tuesday, June 18, 2019

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## RESEARCH TRACK Digital Wellness

🕒 14:00 – 15:30 | 📍 Sonce Hall

### Co-chairs:

Christer Carlsson, Institute for Advanced Management Systems Research and Åbo Akademi University, Finland

Pirkko Walden, Institute for Advanced Management Systems Research and Åbo Akademi University, Finland

### Presenters:

#### *Digital Coaching to Support University Students' Physical Activity*

Anna Sell, Åbo Akademi University, Finland

Pirkko Walden and Christer Carlsson, Institute for Advanced Management Systems Research, Finland

Miralem Helme Falk and Leif Marcusson, Linnaeus University, Sweden

#### *Digital Coaching among University Students with Low Levels of Physical Activity: A Quantitative Intervention Study on Exercise Self-efficacy*

Eeva Kettunen, Tuomas Kari, Markus Makkonen and Will Critchley, University of Jyväskylä, Finland

Anna Sell, Åbo Akademi, Finland

#### *Exergaming Experiences of Older Adults: A Critical Incident Study*

Tuomas Kari, University of Jyväskylä, Finland

#### *Digital Support to Guide Physical Activity - Augmented Daily Routines for Young Elderly*

Christer Carlsson and Pirkko Walden, Åbo Akademi University, Finland

Tuesday, June 18, 2019

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**WORKSHOP**  
**The Need for Physical Asset  
Management Competences  
in Digital Era**

🕒 16:00 – 19:00 | 📍 Arnold I Hall

**Moderator:**

Damjan Maletič, University of Maribor, Slovenia

Tuesday, June 18, 2019

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## RESEARCH TRACK Bled eConference 2

🕒 16:00 – 17:30 | 📍 Zrak Hall

### Chair:

Pascal Ravesteijn, University of Applied Sciences Utrecht,  
Netherlands

### Presenters:

#### *Fit for Purpose Enterprise Architecture*

Joost Bengsch, ArchiMotion, Netherlands

Marlies van Steenberghe and Pascal Ravesteijn,  
HU University of Applied Sciences, Netherlands

#### *From Enterprise Architecture Management to Organizational Agility: The Mediating Role of IT Capabilities*

Maurice Pattij, Rogier Van de Wetering and Rob Kusters,  
The Open University, Netherlands

#### *On Multi-Disciplinary Standardisation – The Case of Spatial Data on the Web*

Linda van den Brink, Geonovum, Netherlands

Erwin Folmer, Kadaster, Netherlands

Kai Jakobs, RWTH Aachen University, Germany

#### *The Impact of IT Human Capability and IT Flexibility on IT-Enabled Dynamic Capabilities*

Tineke Kemena, Rogier van de Wetering and Rob Kusters,  
The Open University, Netherlands

Tuesday, June 18, 2019

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## RESEARCH TRACK eHealth

🕒 16:00 – 17:30 | 📍 Sonce Hall

### Co-chairs:

Nilmini Wickramasinghe, Epworth HealthCare and Deakin University, Australia

Juergen Seitz, Baden-Wuerttemberg Cooperative State University (DHBW) Heidenheim, Germany

### Presenters:

#### *A Theoretical Framework for Research on Readmission Risk Prediction*

Isabella Eigner, University of Erlangen-Nuremberg, Germany

Freimut Bodendorf, University of Erlangen-Nuremberg, Germany

Nilmini Wickramasinghe, Swinburne University of Technology, Australia

#### *On the Road to Telemedicine Maturity: A Systematic Review and Classification of Telemedicine Maturity Models*

Lena Otto, Dresden Technical University, Germany

Diane Whitehouse, European Health Telematics Association, Belgium

Hannes Schlieter, Dresden Technical University, Germany

#### *Proposal for Pervasive Elderly Care: A Case Study with Next of Kin*

Hanna-Leena Huttunen and Raija Halonen, University of Oulu, Finland

Simon Klakegg, University of Oulu, Norway

#### *Real-time Prediction of the Risk of Hospital Readmissions*

Nilmini Wickramasinghe, Swinburne University of Technology & Epworth HealthCare, Australia

Day Manuet Delgado and Steven McConchie, Epworth HealthCare, Australia

Wednesday, June 19, 2019

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## RESEARCH TRACK Digital Transformation 1

🕒 9:00 – 10:30 | 📍 Arnold I Hall

### Chair:

Gregor Lenart, University of Maribor, Slovenia

### Presenters:

#### *Impact of Green IS Practices on Organizational Benefits: The Perspective of SMEs Managers*

Alenka Baggia, Anja Žnidaršič, Matjaž Maletič and Alenka Brezavšček, University of Maribor, Slovenia

#### *Digital Transformation of SMEs: Capturing Complexity*

John Jeansson and Krister Bredmar, Linnaeus University, Sweden

#### *The role of Electronic Transportation Management Systems in Seaport Digitalization*

Marija Jović and Edvard Tijan, University of Rijeka, Croatia

Saša Aksentijević, Aksentijević Forensics and Consulting, Croatia

Božidar Sotošek, Panalpina Croatia, Croatia

#### *From the Inside Out: A Literature Review on Possibilities of Mobile Emotion Measurement and Recognition*

Michael Meyer, Patrick Helmholtz, Marcus Rupprecht, Jacqueline Seemann, Tobias Tönnishoff and Susanne Robra-Bissantz, University of Braunschweig, Germany

Wednesday, June 19, 2019

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## RESEARCH TRACK

### Education in the Digital Economy 1

🕒 9:00 – 10:30 | 📍 Voda Hall

#### Co-chairs:

Mirjana Kljajić Borštnar, University of Maribor, Slovenia

Matt Glowatz, University College Dublin, Ireland

#### Presenters:

##### *Stakeholder Relationships within Educational Ecosystems – a Literature Review*

Maria Karalash and Ulrike Baumöl, FernUniversität in Hagen, Germany

##### *The Key is not Spending but Investing Time - Students' Time Management and the Impact on Perceived Stress and Psychological Well-Being*

Jana Mattern, Simon Lansmann and Moritz Mersmann, University of Muenster, Germany

##### *The Potential Impact of Gamification Elements on the Acceptance of Technology in the Context of Education: A Literature Review*

Jan van Elderen, Breda University of Applied Sciences, Netherlands

Esther van der Stappen, HU University of Applied Sciences Utrecht, Netherlands

##### *Internationalization of Students' Learning Using Online Technology: Lessons Learned*

Thomas Mejtøft, Umeå University, Sweden

Helen Cripps, Edith Cowan University, Australia

Stefan Berglund, Umeå University, Sweden

Jasmina Dlacic and Matia Torbarina, University of Rijeka, Croatia

Wednesday, June 19, 2019

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## RESEARCH TRACK Digital Transformation 2

🕒 11:00 – 12:30 | 📍 Arnold I Hall

### Chair:

Andreja Pucihar, University of Maribor, Slovenia

### Presenters:

#### *Antecedents of Market Orientation in The Banking Sector During Its Digital Transformation*

Hannele Haapio and Heikki Karjalauoto, University of Jyväskylä School of Business and Economics, Finland

Joel Mero, LUT University of Technology, Finland

#### *Designing a Comprehensive Understanding of Digital Transformation and its Impact*

Ziboud Van Veldhoven and Jan Vanthienen, KU Leuven, Belgium

#### *Customer Attitudes Towards Participation and Health Data Sharing in the Digital Transformation of Finnish Insurance*

Michael Persson, Casandra Grundstrom and Guido Giunti, University of Oulu, Finland

#### *Taking Action: Extending Participatory Action Design Research with Design Thinking*

Felix Becker, Michael Meyer, Dominik Siemon and Susanne Robra-Bissantz, Technical University of Braunschweig, Germany

Wednesday, June 19, 2019

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## RESEARCH TRACK

### Education in the Digital Economy 2

🕒 11:00 – 12:30 | 📍 Voda Hall

#### Co-chairs:

Mirjana Kljajić Borštnar, University of Maribor, Slovenia

Matt Glowatz, University College Dublin, Ireland

#### Presenters:

*From Dirty Data to Multiple Versions of Truth:  
How Different Choices in Data Cleaning Lead  
to Different Learning Analytics Outcomes*

Justian Knobbout, Huub Everaert and Esther van der Stappen,  
HU University of Applied Sciences Utrecht, Netherlands

*Gratifications and Credibility Judgment of Online  
Information for Task Completion – A Comparison  
of Students and Workers*

Mathupayas Thongmak, Thammasat University, Thailand

*Influence of Belief in a Just World on Knowledge in  
Game-Based Learning*

Linda Eckardt, Dennis Röske and Susanne Robra-Bissantz,  
Technical University of Braunschweig, Germany







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# Sponzors, Co-organizers and Supportes



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Faculty of Organizational Sciences



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