

Berufungsvorträge "Management Information Systems [Wirtschaftsinformatik]"

WU Wien, UZA 1, Großer Sitzungssaal, 2. Stock. Kern D

1090 Wien, Augasse 2-6

Mittwoch, 16.7.2008		Titel
12.00 - 13.30	Dr. Michael Hahsler	Generating Top-N Recommendations from Binary Profile Data
13.30 - 15.00	Prof. Dr. Martin Spann	Information Diffusion in Digital Networks: Impact on Bidding Behavior in Secret Reserve Price Auctions
15.00 - 16.30	Univ.Prof. Dr. Martin Natter	The Role of Price Charts at Internet Shopbots
16.30 - 18.00	Dr. Christine Legner	Conducting Business Online - From e-Commerce Transactions to Multi-Channel Relationships

Donnerstag, 17.7.2008		Titel
8.30 - 10.00	Prof. Dr. Detlef Schoder	Adoption of Mass-Customized Media - A Technology Acceptance Model (TAM) Perspective
10.00 - 11.30	ao. Univ.Prof. Dr. Alexander Felfernig	Knowledge-based Recommenders for Marketing and Sales: State-of-the-Art and Future Research Issues
11.30 - 13.00	Dr. Sarah Spiekermann	About the Role of RFID for tomorrow's Retail Outlets: Service Potentials and Technical Design Options
M I T T A G S P A U S E		
14.00 - 15.30	Prof. Dr. Bernd Skiera	Search Engine Marketing
15.30 - 17.00	Univ.Prof. Dr. Hannes Werthner	Information Society, e-commerce, Business Informatics - how do they fit together?
17.00 - 18.30	Univ.Prof. Dr. Tobias Kollmann	Competence of IS professionals in e-commerce teams: The effect of experience and expertise on preference structure

Freitag, 18.7.2007		Titel
8.00 - 9.30	Prof. Dr. Klaus-Dieter Schewe	Strategic Modelling of Web Information Systems
9.30 - 11.00	Prof. Dr. Katarina Stanoevska-Slabeva	The Potential of Social Networks for Digital Marketing