16th IEEE Conference on Business Informatics
14-17 July, 2014
Geneva, Switzerland
Welcome

We would like to welcome you to the 16th IEEE Conference on Business Informatics (CBI 2014) hosted by University of Geneva, Switzerland.

Founded in 1559 by Jean Calvin, the University of Geneva (UNIGE) is dedicated to thinking, teaching, dialogue and research. With 16,000 students of more than 140 different nationalities, it is Switzerland’s second largest university. Just like the city of Geneva itself, the university enjoys a strong international reputation, both for the quality of its research and the excellence of its education.

Business Informatics is a fertile ground for research with the potential for immense and tangible impact. As a field of study, it endeavours to take a systematic and analytic approach in aligning core concepts from management science, organisational science, economics information science, and informatics into an integrated engineering science. The goal of the IEEE Conference on Business Informatics (IEEE-CBI) is to bring together existing Business Informatics related research domains and thus stimulate discussions, synergy and integration of their respective research results and activities. Accordingly, the CBI conferences use a format that enables in depth discussions amongst researchers in their respective domains during the conference. In addition, the contributions and discussions among the different domains are planned to be channeled towards a book series dedicated to Advances in Business Informatics.

We would like also to thank all those who have worked to ensure the success of CBI 2014 including the staff at University of Geneva, the Program Committee Members, the Workshop Organizers and our sponsors.

KJ Lin
University of California
Irvine, USA

Stephane Marchand-Maillet
University of Geneva, Switzerland

Henderik A. Proper
Public Research Centre Henri Tudor, Luxembourg

Jolita Ralyté
University of Geneva, Switzerland

Sybren de Kinderen
University of Luxembourg, Luxembourg

Birgit Hofreiter
Vienna University of Technology, Austria
University of Geneva, Local Information

The conference will be held at the University of Geneva located in the city center. The conference rooms are located at UniMail building.

General Information

Currency: Swiss Franc (CHF or SFr).

Access: The main access to UniMail is stop “UniMail” on Tram line 15 (direct line from the train station). For more information about Geneva’s public transport see: http://www.tpg.ch/

Transportation card: When you stay in a hotel, a youth hostel or at a campsite, you receive free of charge a Geneva Transport Card. Taking the tram, the bus and the train on Geneva territory will not cost you a penny. You even can cross the lake with the yellow taxi-boats for free.

http://www.tpg.ch/
UniMail, Conference Venue

A map of the ground floor:

Lunch vouchers provided will work at either of the 2 cafeterias.

The EduRoam Wifi network is available in the building.
Please contact our desk if you cannot access EduRoam.
### Schedule – Monday (14/07), Tuesday (15/07)

**Monday, July 14th**

<table>
<thead>
<tr>
<th>Time</th>
<th>0070</th>
<th>0150</th>
<th>0160</th>
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<tr>
<td>8:00</td>
<td>Registration</td>
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<td>8:30</td>
<td>Opening (room 0070)</td>
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<tr>
<td>9:00</td>
<td>SS1: Ulrich Frank</td>
<td>Workshop: WEETM 1</td>
<td>Workshop: WS3C 1</td>
<td>Workshop: XOC-BPM 1</td>
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<tr>
<td>11:00</td>
<td>SS2: Eric Dubois</td>
<td>Coffee</td>
<td>Workshop: TEE 1</td>
<td>Workshop: COBI 1</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
<td>Workshop: TEE 2</td>
<td>Workshop: COBI 2</td>
<td>Workshop: XOC-BPM 4</td>
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<tr>
<td>14:00</td>
<td>SS3: Jan Mendling</td>
<td>Workshop: TEE 3</td>
<td>CBI: Business Technologies 1</td>
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<tr>
<td>15:30</td>
<td>Coffee</td>
<td>Workshop: TEE 4</td>
<td>CBI Discussion: Business Technologies Roadmap</td>
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<tr>
<td>16:00</td>
<td>SS4: Antonia Albani</td>
<td>Coffee</td>
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<tr>
<td>17:00</td>
<td>SS5: Alain Wegmann</td>
<td>Workshop: TEE 2</td>
<td>Workshop: COBI 2</td>
<td>Workshop: XOC-BPM 4</td>
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<td>17:30</td>
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<td>CBI: Enterprise Engineering &amp; Architecting 1</td>
<td>CBI: Business Data Engineering &amp; Analytics 1</td>
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<td>CBI: Enterprise Engineering &amp; Architecting 1</td>
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**Tuesday, July 15th**

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<tr>
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<td>8:30</td>
<td>Opening (room 0070)</td>
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<tr>
<td>9:00</td>
<td>Industrial keynote: Ron Tolido - The Black Swans Of Digital Transformation (room 0070)</td>
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<tr>
<td>10:15</td>
<td>Domain keynote: KJ Lin - Informatics Driven Business: Exploring New Frontiers Created by IT (room 0070)</td>
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<tr>
<td>11:00</td>
<td>Coffee</td>
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<tr>
<td>11:30</td>
<td>Workshop: TEE 3</td>
<td>CBI: Business Technologies 1</td>
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<td>12:30</td>
<td>Lunch</td>
<td>CBI Discussion: Business Technologies Roadmap</td>
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<td>14:00</td>
<td>Workshop: TEE 4</td>
<td>CBI: Enterprise Engineering &amp; Architecting 1</td>
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<td>Coffee</td>
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<td>16:00</td>
<td>CBI: Enterprise Engineering &amp; Architecting 1</td>
<td>CBI: Business Data Engineering &amp; Analytics 1</td>
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<td>17:30</td>
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<tr>
<td>19:00</td>
<td>Reception - WMO</td>
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# Schedule – Wednesday (16/07), Thursday (17/07)

## Wednesday, July 16th

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<tr>
<th>Time</th>
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<tr>
<td>9:00</td>
<td>Domain keynotes: (room 0070)</td>
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<tr>
<td></td>
<td>Henk G. Sol - Enhancing Issues that Matter - Providing COLLAGEN for Innovations</td>
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<td></td>
<td>Chris Stary - It is not just a word, it is a sentence! BPM Revisited</td>
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<tr>
<td>11:00</td>
<td>Coffee</td>
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<td>CBI: Business Data Engineering &amp; Analytics 2</td>
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<td>CBI: Business Data Engineering &amp; Analytics 3</td>
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<td>17:30</td>
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<tr>
<td>19:00</td>
<td>Gala Diner – Parc des Bastions</td>
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## Thursday, July 17th

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<td></td>
<td>Jolita Ralyté - Fundamentals and Challenges of Situational Method Engineering</td>
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<td>Ralf Gitzel - Industrial Service as a Research Discipline</td>
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<tr>
<td>11:00</td>
<td>Coffee</td>
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<td>CBI: Enterprise Transformation &amp; Innovation 1</td>
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<td>CBI: Business Process Engineering 1</td>
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<td>12:30</td>
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<td>13:00</td>
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<td>CBI: Business Process Engineering 2</td>
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Industrial Keynote

Ron Tolido: The Black Swans of Digital Transformation
Capgemini (CTO Applications Continental Europe) / The Open Group (director)

Capgemini’s on-going research with MIT has unambiguously proven that organizations benefit from Digital Transformation, both in terms of their growth, profitability and financial valuation. Indeed, rapidly evolving technologies enable entirely new ways to engage with customers, optimize internal operations and explore disruptive business models. But it’s a Black Swan world in which never before seen events and opportunities pop up without warning; established models, methodologies and best practices often only seem applicable to yesterday’s realities. Understanding how to categorize and explore the new technology platforms is just as crucial as appreciating the new research challenges they pose around strategy, transformation and architecture. This industrial keynote will bring together insights from Digital Transformation research, Capgemini’s TechnoVision framework and the 2014 Application Landscape Report to fuel a discussion that questions many established Business Technology ways.

Domain Keynote

Ralf Gitzel: Industrial Service as a Research Discipline
ABB Corporate Research Center

The purpose of this talk is to give an overview of industrial service as a research discipline with the intention of increasing related academic activity. Industrial service is an important segment of the global economy today even though it is less visible than B2C service offerings. Furthermore, there is currently little common agreement on the exact definition and boundaries of the topic. This talk will briefly highlight the importance of industrial service and show examples of important differences to typical B2C scenarios. The main focus of the talk will be to describe the field of industrial service as a research discipline. After taking a look at possible definitions, sub-areas of the topic as well as the required supporting disciplines are examined. In particular, the possible contribution of computer science is highlighted by providing a list of possible challenges.
Domain Keynotes

University of Nantes, France

The world of engineering has changed a lot in the last fifty years. We realize that computers have become omnipresent and software is ubiquitous. Moreover most classical and emerging domain engineering fields now heavily draw on some forms of software modeling techniques and tools. Time is coming to look for some “unifying theory of engineering” and imagine possible corresponding conceptual frameworks and even generic platforms. To make things concrete, we can consider two broad categories of engineering fields called “support engineering” on one side and “domain engineering” on the other side.

The first category defines a set of technical spaces like service engineering, system engineering, model engineering, constraint engineering, data engineering, process engineering, event engineering, language engineering, program engineering, formal methods engineering, and many more. At the opposite of this solution space, we find the problem space with a lot of conventional or emerging domain engineering fields like electrical, mechanical, civil, telecommunication, automotive, avionics, health, biological, financial, business, enterprise and many more. There are several commonalities between domain engineering that would gain to be exposed: starting with the construction of abstract models conforming to some ontology, a second step usually defines some model validation or verification followed by a manufacturing or production step and finally a deployment step intended to augment or transform the real world. The presentation will propose an initial cartography of support and domain engineering, illustrating its possible impact on the organization of research and advanced education. It will also emphasize the important place taken by software model engineering in this possible organization, with examples from several fields including enterprise and business engineering.

Henk G. Sol: Enhancing Issues that Matter: Providing COLLAGEN for Innovations
University of Groningen / Delft University of Technology, NL

Enhancing issues that matter is a major challenge in our ambient society, where we have to navigate in the sea of information to deliver shared value. Agile, analytic, big, intelligent, smart, sustainable data describe the potential for decision enhancement. Business processes have to be engineered accordingly to deliver shared value. Delivering shared value calls for: conversations to collectively identify locally relevant problems, governance to make political, administrative and business decisions about tackling such problems and engaged innovations to develop localized solutions. Conversational, Singerian inquiry evidently contributes to deal with local realities in a global arena, with international ambitions grounded in regional communities, with functional approaches to interdisciplinary themes, and with networks of public and private actors.

The COLLAGEN (Collective Learning and Agile Governance Environment) approach provides a set of services for scoping, facilitation and enhancement of business processes, packed into decision apps and providing guidelines for conversational inquiry. The approach supports smart governance for business engineering and engaged innovations, and delivers shared value to resolve issues that matter in society.
Domain Keynotes

Chris Stary: S-BPM (Subject-oriented Business Process Management) Revisited
University of Linz, Austria

Subject-oriented Business Process Management (S-BPM) starts with communication and people rather than functions when (re-)engineering business. Established as a novel approach to modeling and seamless execution almost 10 years ago it has attracted industry and academia, resulting in commercial and scholarly solutions – time to revisit S-BPM applications and education programs. In this lecture major achievements and learnings will be reflected along the S-BPM timeline. Starting out with revealing the fundamental concepts - stakeholder orientation, choreography, rigorous semantics, and direct execution of models - the keynote will capture practical experiences in method application and tool development. Both strongly influence skill training and higher education, manifesting a paradigmatic shift in BPM.

In that context, e-learning requirements and didactic material design concepts will be reported stemming from innovative education programs. Finally, the development of interfaces to existing BPM developments, such as social media integration and contextualization of business processes, will be examined, leading to conclusions for further research and development activities.

Jorge L. Sanz: Engineering for Value Co-Creation: A Research Roadmap
IBM, United States of America

Enterprises are socio-technical systems, organized around information and communication, within which humans and technologies choreograph their actions to co-create values in line with the enterprises’ purposes. Value within, and across, these systems is co-created (or destroyed) through the choreographed actions of humans and technological artifacts, in dynamic interactions with other systems. These choreographed interactions produce the consumer-centric products and services that are made available to Society at large, and are consequently used, and valued, by a diversity of consumers in the Society with varying levels of knowledge and capabilities.

These intra- and inter-organizational choreographies form the action base of organized complexity centered on meeting the current and latent value expectations of end-users or consumers. Understanding the value co-creation ways these orchestrations occur, either as the result of purposeful top-down designs, or the result of bottom-up emergent phenomena, is fundamental to augment the present body of knowledge, scientific basis and practical capabilities to build a better future.

In particular, enterprise-consumer interactions are the top priority in b-to-c industries where choreographies are increasingly co-created among multiple parties involved. As forms and nature of these interactions are not longer dictated by enterprises unilaterally, but by consumer experience (value) expectations, we are witnessing the emergence of a new form of (so-called experience) economy. Understanding and deploying value co-creation choreographies at massive scales constitute the biggest challenge in both services and manufacturing industries world-wide.

In this cross-domain keynote, we aim first to list the domains of scientific fields, business and engineering disciplines that must be brought into play to achieve the goal of improving our capabilities to deal with the dynamic life-cycle of Value Co-Creation in enterprises, related ecosystems and society at large. Then, we will suggest a Business Informatics conceptual blueprint in regard to work in these domains and necessary “hinges” across them. Finally we will list a set of research questions that we consider essential to make substantive systemic advances toward the above goals.

In conclusion, a blueprint of a multidisciplinary research roadmap will be proposed for debate.
Kwei-Jay Lin: Informatics Driven Business: Exploring New Frontiers Created by IT
University of California, Irvine, USA

In the past few decades, the rise and fall of big enterprises have moved at an incredibly fast pace. The main reason for the successes and failures of many global companies is not so much on management issues any more, but often due to the innovation of new informatics technologies (including software, data and connection), and new business models driven by them (including social, ads and services). Companies that failed to adapt to new businesses have fallen overnight, while companies that invented new informatics and built new business models have achieved unbelievable successes. Managing businesses now requires extremely keen sense on disruptive technologies and the agile thinking on new business development. In this presentation, I explore some new technology frontiers, including Internet of Things, Big Data, and Wearable Technology, and discuss the potential business opportunities using these technologies.

Jolita Ralyté: Fundamentals and Challenges of Situational Method Engineering
University of Geneva, Switzerland

Despite the vast amount of research undertaken over the years to define a single ‘one-size-fits-all’ methodological approach to Information Systems Development (ISD) projects, it is increasingly accepted that there will never be such a ‘holy grail’. Because of a large variety of business and software engineering situations, today’s ISD methods need to be adaptable, configurable and scalable. The discipline of Situational Method Engineering (SME) aims at improving ISD methods suitability to the project needs and promotes techniques and tools for “on-the-fly” method construction, configuration and tailoring matching the requirements of the organization, project characteristics and specific engineering settings. In this presentation, we will provide an overview of SME principles and fundamental techniques and discuss ongoing challenges of their adoption in practice. Then, we will introduce new SME concepts and approaches that are currently emerging from cross-fertilization with other disciplines and paradigms and aim to improve method knowledge sharing and reusability and to facilitate the composition and configuration of situation-specific methods.
### Monday (14/07) - Morning

#### Workshop: WEETM 1 - Workshop on Enterprise Engineering Theories and Methods, Monday, July 14<sup>th</sup>, 9:00-10:30
- David Aveiro – Validating DEMO’s Comprehensiveness and Conciseness and improving its Ways of Working
- Ludmila Penicina and Marite Kirikova - Towards Controlling Lawful States and Events in Business Process Models
- Bernhard Wally and Christian Huemer - Defining Business Rules for REA Business Models

#### Workshop: WS3C 1 - Workshop on Web 3.0 and Smart Commerce, Monday, July 14<sup>th</sup>, 9:00-10:30
- Invited keynote: Dr. Yevgeni Koucheryavy - Big Data for IoT or Vice Versa
- Panel presentations:
  - Dr. Svetlana Maltseva - Managing the use of Big Data in Smart Commerce
  - Dr. Mikhail Komarov - Real-time monitoring services and mobile technologies as general trends for e-commerce development
- E. Olshannikova, A. Ometov, Y. Koucheryavy - Towards Big Data Visualization for Augmented Reality
- Prabir Sen and Nang Laik Ma - Individual and Collective Trade-offs In Small World Decisions

#### Workshop: XOC-BPM 1 - Cross-organizational and Cross-company BPM, Monday, July 14<sup>th</sup>, 9:00-10:30
- R. Singer, J. Kotremba, S. Rass - Modeling and Execution of Multienterprise Business Processes
- A. Lawall, T. Schaller, D. Reichelt - Restricted Relations between Organizations for Cross-Organizational Processes
- Thomas Karle - Collaborative Cross-organizational BPM – Case Study Hutchison 3G

#### Workshop: WEETM 2 - Workshop on Enterprise Engineering Theories and Methods, Monday, July 14<sup>th</sup>, 11:00-12:30
- João Pombinho, David Aveiro, José Tríbolet - A Matching Ontology for e3Value and DEMO – A sound bridging of Business Modelling and Enterprise Engineering
- Steven Alter - Potentially Valuable Overlaps between Work System Theory, DEMO, and Enterprise Engineering
- Round table discussion (30 mins)

#### Workshop: WS3C 2 - Workshop on Web 3.0 and Smart Commerce, Monday, July 14<sup>th</sup>, 11:00-12:30
- O. Tsukanova, E Vishnyakova, S. Maltseva - Model-based Monitoring and Analysis of the Network Community Dynamics in a Textured State Space
- Venky Shankararaman, Lum Eng Kit - Enterprise Systems Enabling Smart Commerce
- Mikhail Komarov, N. Kazantsev, M. Grevtsov - Increasing the adoption of social collaboration software
- F. Xu, V Keseli - Collective Sentiment Mining of Microblogs in 24-hour Stock Price Movement Prediction

#### Workshop: XOC-BPM 2 - Cross-organizational and Cross-company BPM, Monday, July 14<sup>th</sup>, 11:00-12:30
- N. Meyer, S. Schiffer - Democratizing Business Process Management - Empowering process participants to contribute to the enactment of business processes
- M. Goldberg, A. Kieninger, H. Fromm - Organizational Models for the Multi-Sourcing Service Integration and Management Function
- Christoph Fleischmann, Alexander Bachinger - Subject-oriented process modeling interface
### Workshop: TEE 1 - Transformation & Engineering of Enterprises, Monday, July 14th, 14:00-14:45

**Steven Alter** - Engineering Enterprises for Emergent Change

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### Workshop: TEE 1 - Transformation & Engineering of Enterprises, Monday, July 14th, 14:45-15:00

**Albert Murungi** - Enhancing Flexibility in Clinical Trials using a Workflow Management System

**Pavel Naplava, Jan Koci, Radek Hronza and Josef Pavlicek** - How to Successfully Start a Transformation of an Academic Institution, Case study of the process mapping project at the Czech Technical University

**Ekaterina Balakina, Leonid Baranov and Valentina Sidorenko** - Automation of Business Processes of the Trains Movement Control on the Moscow Metro System

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### Workshop: COBI 1, Monday, July 14th, 14:00-15:30

**Christina Stratigaki, Pericles Loucopoulos and Mara Nikolaidou** - Designing a Meta Model as the Foundation for Compliance Capability

**Lev Grigoriev, Dmitry Kudryavtsev and Svyatoslav Bobrikov** – Strategy-focused and value-oriented capabilities: methodology for linking capabilities with goals and measures

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### Workshop: XOC-BPM 3 - Cross-organizational and Cross-company BPM, Monday, July 14th, 14:00-15:30

**Parallel:**  
- Horus Social BPM Lab  
- S-BPM from Model to Execution Lab

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### Workshop: TEE 2 - Transformation & Engineering of Enterprises, Monday, July 14th, 16:00-17:30

**Constantin Adrian Liche, Liviu Morar and Emilia Campean** - The Influence of Changes in Customer’s Technology Portfolio On Supplier’s Organization

**Stefan Bischoff, Stephan Aier and Robert Winter** - Use it or lose it? The role of pressure for use and utility of enterprise architecture artifacts

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### Workshop: COBI 2, Monday, July 14th, 16:00-18:00

**Wided Guedria** - SPICE: A Generic Model for Interoperability Assessment?

**George Bravos, Pericles Loucopoulos, Christina Stratigaki and Dimitris Valvis** - An Empirical Evaluation of Capability Modelling using Design Rationale

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### Workshop: XOC-BPM 4 - Cross-organizational and Cross-company BPM, Monday, July 14th, 16:00-18:00

**Parallel:**  
- Horus Social BPM Lab  
- S-BPM from Model to Execution Lab
## Tuesday (15/07)

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<tr>
<th>Event</th>
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<tr>
<td><strong>Industrial keynote:</strong> Ron Tolido - The Black Swans Of Digital Transformation</td>
<td>9:00-10:15</td>
<td>H. A. Proper</td>
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<td><strong>Domain keynote</strong></td>
<td>10:15-11:00</td>
<td>H. A. Proper</td>
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<td>KJ Lin - Informatics Driven Business: Exploring New Frontiers Created by IT</td>
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<tr>
<td><strong>Workshop: TEE 3 - Transformation &amp; Engineering of Enterprises</strong></td>
<td>11:30-12:30</td>
<td>K-J Lin</td>
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<tr>
<td>Florian Kleedorfer, Christina Maria Busch, Christian Pichler and Christian Huemer - The case for the Web of Needs</td>
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<td>Thomas Boillat and Christine Legner - Why Do Companies Migrate Towards Cloud Enterprise Systems?, A Post-Implementation Perspective</td>
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<td><strong>Workshop: TEE 4 - Transformation &amp; Engineering of Enterprises</strong></td>
<td>14:00-15:30</td>
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<tr>
<td>N. Labusch, S Aier - Information Provision as a Success Factor in the Architectural Support of Enterprise</td>
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<tr>
<td>A. Liche, M. Liviu, E. Campean - A Fuzzy Cognitive Maps Approach for Analyzing the Integration of Two Organizations of the Same Corporation</td>
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<tr>
<td><strong>CBI Discussion: Business Technologies Roadmap</strong></td>
<td>14:00-15:30</td>
<td>K-J Lin and H. A. Proper</td>
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<tr>
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<tr>
<td><strong>CBI: Enterprise Engineering &amp; Architecting 1</strong></td>
<td>16:00-17:30</td>
<td>J. Tribolet</td>
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<tr>
<td>Khaled Gaaloul, Sérgio Guerreiro and Henderik A. Proper - Modeling Access Control Transactions in Enterprise Architecture</td>
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<td>Martin van den Berg and Hans van Vliet - Enterprise Architects Should Follow the Money</td>
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<td>Marc van Zee, Diana Marosin, Dirk van der Linden and Georgios Plataniotis - Formalizing Enterprise Architecture Decision Models using Integrity Constraints</td>
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<tr>
<td><strong>CBI: Business Data Engineering &amp; Analytics 1</strong></td>
<td>16:00-17:30</td>
<td>R. Gitzel</td>
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<tr>
<td>Christoph Lofi and Kinda El Maarry - Design Patterns for Hybrid Algorithmic-Crowdsourcing Workflows</td>
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<td>Ananth Srinivasan and Fangxing Liu - Content Analysis of Information Exchange in Online Auctions</td>
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<td><strong>Reception</strong></td>
<td>WMO</td>
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Wednesday (16/07)

Domain keynotes - Chair: J. Ralyté – 9:00-11:00
Henk G. Sol - Enhancing Issues that Matter - Providing COLLAGEN for Innovations
Chris Story - It is not just a word, it is a sentence! S-BPM Revisited

Workshop: LABEM 1 - Lowering Adoption Barriers to Enterprise Modeling, Wednesday, July 16th, 11:30-12:30
Dirk van der Linden, M. van Zee - On the semantic feature structure of modeling concepts: an empirical study
George Popescu and Alain Wegmann - Using the Physics of Notations Theory to Evaluate the Visual Notation of SEAM

CBI: Business Technologies 2, Wednesday, July 16th, 11:30-12:30 – Chair: B. Hofreiter
Joerg Hans Mayer, Matthias Goeken, Zoltan Bark and Reiner Quick - App Design For Use - A Manager Perspective in In-Memory Technology
Gary Ushaw, William Blewitt, Graham Morgan, Callum Rhodes and Craig Sharp - Smart Routing: A Novel Application of Collaborative Path-finding to Smart Parking Systems

Workshop: LABEM 2 - Lowering Adoption Barriers to Enterprise Modeling, Wednesday, July 16th, 14:00-15:30
Tobias Hildebrandt, Stefanie Rinderle-Ma and Juergen Mangler - Something doesn't sound right: Using sonification for monitoring business processes in manufacturing
Panel - Where are we with human dimensions in EM? Challenges, illustrations and perspectives

CBI: Business Data Engineering & Analytics 2, Wednesday, July 16th, 14:00-15:30 – Chair: S. Marchand-Maillet
Chin-Hui Lai - A Novel Group Recommendation Based on Knowledge Flows
Nang Laik Ma, Murphy Choy and Prabir Sen - Predicting airline passenger load: A Case Study

CBI: Enterprise Engineering & Architecting 2, Wednesday, July 16th, 16:00-17:30 – Chair: U. Frank
Boris Fritscher and Yves Pigneur - Visualizing Business Model Evolution with the Business Model Canvas: Concept and Tool
Sérgio Guerreiro - Decision-making in partially observable environments
Antonio Goncalves and Pedro Sousa - Using Activity Theory’s Contradictions in the Context of DEMO Organization

CBI: Business Data Engineering & Analytics 3, Wednesday, July 16th, 16:00-17:30 – Chair: C. Huemer
Sodam Baek, Kibae Kim and Jorn Altmann - Role of platform providers in service networks: The case of Salesforce.com AppExchange
Nico Roedder and Paul Karaenke - Decision-making based on incident data analysis

Gala Dinner – Parc des Bastions
**Thursday (17/07)**

### Domain keynotes - *Chair: S. Marchand-Maillet – 9:00-11:00*
- Jolita Ralyté - Fundamentals and Challenges of Situational Method Engineering
- Ralf Gitzel - Industrial Service as a Research Discipline

### CBI: Enterprise Transformation & Innovation 1, Thursday, July 17\textsuperscript{th}, 11:30-12:30 – *Chair: E. Chew*
- Janne J. Korhonen and Wolfgang Molnar - Enterprise Architecture as Capability: Strategic Application of Competencies to Govern Enterprise Transformation
- Adina Aldea, Maria Eugenia Iacob, Jos van Hillegersberg, Henry Franken and Dick Quartel - Serious gaming for the strategic planning process

### CBI: Business Process Engineering 1, Thursday, July 17\textsuperscript{th}, 11:30-12:30 – *Chair: J. Sanz*
- Harald Lerchner and Christian Stary - An Open S-BPM Runtime Environment based on Abstract State Machines

### CBI: Enterprise Transformation & Innovation 2, Thursday, July 17\textsuperscript{th}, 13:00-14:30 – *Chair: W. Molnar*
- Eng K. Chew - Linking a service innovation-based framework to business model design

### CBI: Business Process Engineering 2, Thursday, July 17\textsuperscript{th}, 13:00-14:30 – *Chair: J. Ralytė*
- Sergio de Cesare, Damir Juric and Mark Lycett - Toward the Automation of Business Process Ontology Generation
- Joao Paulo Almeida and Romulo Arpini - A Framework to Support the Assignment of the Active Structure and Behavior in Business Process Modeling
Social Program

Tuesday July 15th, 7pm: Reception – World Meteorological Organization (WMO)
The reception evening for the conference will be held in the Attic of the WMO. From the terrace and weather permitting, the outlook to the lake is quite exceptional. The WMO is within the area of the United Nations Palace with highlights like the Broken Chair.
From the venue, simply hop in Tram 15 to Nations and ride until the end stop (Nations), from there, it is a nice 200m walk to WMO.
Bring a photo ID as the building is secured as all UN buildings (no entry without ID).
http://www.wmo.int/pages/conf/Howtogettowmo_en.html

Wednesday July 16th, 7pm: Gala Dinner – Parc des Bastions
The gala dinner for the conference will be held in Restaurant du Parc des Bastions, in the center of Geneva, at the foot of the Old Town (Vieille Ville).
The restaurant is in the Parc des Bastions where you will also find Le Mur des Reformateurs.

The Parc is at walking distance from the venue (10mins) across the Plaine de Plainpalais. It is next to stop “Place de Neuve” on Tram line 12.
http://www.bastions.ch/
Information about Geneva

In the heart of Europe
Its exceptional geographical position in the heart of Europe, its state-of-the-art facilities and its top notch services make Geneva the ideal venue for events of all kinds. The intercontinental airport is a mere 5 km from the center and offers direct flights to over 130 international destinations. The road and rail network provide rapid access to the rest of Switzerland and Europe. But Geneva also offers a wealth of entertainment in a unique setting that is as pristine as it is welcoming.

Between lake and mountain
Situated at the western tip of Lake Geneva, at the foot of the Alps and the Jura mountains, the city is both beautiful and elegant. Prestigious hotels and gourmet restaurants line its famous lakefront in a sublime decor of fountains, flowers and parks.
The 140 meter high Water Fountain (Jet d’Eau) occupies a prime and central position on the lakefront and is a proud symbol of the city. Only minutes away from town, and lovers of fresh air and fine wines will delight in the lush countryside. Geneva’s vineyards, the third most extensive in Switzerland, are known for the high quality of their wines.

An exceptional reputation
Geneva has a history of hosting international meetings and regularly plays host to heads of State and government, representatives of major corporations and leaders of civil society. Known worldwide as the capital of peace, the home of the European headquarters of the United Nations and the International Committee of the Red Cross, the city attracts thousands of visitors every year who come for conferences and meetings or simply to relax.

Must Sees in Geneva:
- The Jet d’Eau
- Cathedral Saint-Pierre and Old Town
- The Reformation Wall
- The Palais des Nations
- The Flower Clock and English Garden
If you have any concerns or questions during the conference, please contact the registration desk or the corresponding chair.

**General Co-chairs**
KJ Lin, University of California, Irvine, USA
Stéphane Marchand-Maillet, University of Geneva, Switzerland

**PC Co-chairs**
Henderik A. Proper, Public Research Centre Henri Tudor, Luxembourg
Jolita Ralyté, University of Geneva, Switzerland

**Workshop Chair**
Sybren de Kinderen, University of Luxembourg, Luxembourg

**Publication Chair**
Birgit Hofreiter, Vienna University of Technology, Austria

**Local Organization Chair**
Hasmik Osipyan, University of Geneva, Switzerland