



Wissenschaftstagung 2018 der
Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V.

„Value-creation and Innovation in the Digital Age“

am 07. Juni 2018 in Köln

– TAGUNGSPROGRAMM –

Mit freundlicher Unterstützung der Detecon International GmbH

DETECON
CONSULTING

Value-creation and Innovation in the Digital Age

Tagungsprogramm für Donnerstag, 07. Juni 2018

Tagungsort: Detecon International GmbH, Sternengasse 14-16, 50676 Köln

Uhrzeit	Programmpunkt
09:00	Beginn der Tagung, Begrüßung und Einführung <i>Prof. Dr. Kai-Ingo Voigt</i> <i>Vorsitzender des Vorstands der Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V.</i>
09:20	Effectuating Business Model Innovation in the Context of Servitization: The Relevance of Entrepreneurial Leadership in the Digital Age <i>Sebastian Brenk, Dr. Dirk Lüttgens, Prof. Dr. Frank T. Piller; RWTH Aachen</i>
09:40	The Role of Technology for Service Innovation in the Sharing Economy – A Service-Dominant Logic Perspective <i>Alexander Frey, Dr. Manuel Trenz, Prof. Dr. Daniel Veit; Universität Augsburg</i>
10:00	Innovating data-driven services – What makes it special? <i>Martin Schymanietz, Dr. Julia M. Jonas, Prof. Dr. Kathrin M. Möslein;</i> <i>Friedrich-Alexander-Universität Erlangen-Nürnberg</i>
10:20	Drivers and Dynamics of Connected Services Adoption in the Context of Industry 4.0 <i>Stefanie Hornig, PD Dr. Sebastian Tillmanns; Westfälische Wilhelms-Universität Münster und ETH Zürich</i>
10:40	<i>Kaffeepause</i>
11:00	Digital Transformation in Business Research: A Systematic Literature Review and Analysis <i>Dr. Stefanie Pakura, Prof. Dr. J. Piet Hausberg, Kirsten Liere-Netheler, Dr. Sven Packmohr,</i> <i>Dr. Kristin Vogelsang; Universität Hamburg, Universität Osnabrück und Universität Malmö</i>
11:20	Straw into Gold: Seizing the Digital Transformation, Transforming the Success <i>Dr. Kristin Vogelsang; Universität Osnabrück</i>
11:40	Does the Market Reward Digitalization Efforts? Evidence from Analysts' Investment Recommendations <i>Verena Körner, Dr. Sebastian Junge; Friedrich-Alexander-Universität Erlangen-Nürnberg</i>
12:00	<i>Kaffeepause</i>
12:10	Old School vs. New School – The Influence of Formal Collaboration and Social Exchange on Employees' Innovativeness and Performance within an Enterprise Social Media Platform <i>Sven Dittes, Prof. Dr. Stefan Smolnik; FernUniversität in Hagen</i>
12:30	Digitization, innovative work behavior and extended availability <i>Dr. Elisabeth Nöhammer, Prof. Dr. Harald Stummer; UMIT Universität Hall i.T.</i>
12:50	Mastering Digital Transformation: Attracting Digital Talents through Workspace Design <i>Lukas Maier, Martin Meinel, Dr. Timm F. Wagner, Tobias T. Eismann, Dr. Christian V. Baccarella, Prof. Dr. Kai-Ingo Voigt; Friedrich-Alexander-Universität Erlangen-Nürnberg</i>
13:10	<i>Mittagspause mit optionaler Führung durch die Räumlichkeiten der Detecon („New Work“)</i>

Uhrzeit	Programmpunkt
14:00	Business Model Innovation and Digitization: Could Ambidexterity Be The Solution? <i>Prof. Dr. Patrick Ulrich, Alexandra Fibitz; Hochschule Aalen</i>
14:20	Business Model Innovation in Flux: The Role of Digital Transformation's Key Features <i>Yannick Mies, Prof. Dr. J. Piet Hausberg; Universität Osnabrück</i>
14:40	On the Road to Successful Digitization: The Role of Dynamic Capabilities in Adopting and Implementing Digital Business Models – Insights from a Multiple-Case Study <i>Daliborka Witschel, Aaron Döhla, Maximilian Kaiser, Dr. Thilo Pfletschinger, Prof. Dr. Kai-Ingo Voigt; Friedrich-Alexander-Universität Erlangen-Nürnberg</i>
15:00	<i>Kaffeepause</i>
15:10	Digital innovation: A case study approach on creation of value-in-use <i>Prof. Dr.-Ing. Manfred Grauer, Dr. Anke Schüll; Universität Siegen</i>
15:30	Antecedents of Platform Commitment – A Framework for User Centric Value Creation in Platform Ecosystems <i>Fabian Schüler; International Performance Research Institute Stuttgart</i>
15:50	Feedback mechanism in digital platforms – a literature based framework <i>Andreas Steur, Prof. Dr. Mischa Seiter; Universität Ulm</i>
16:10	<i>Kaffeepause</i>
16:20	Blockchain's Impact on Business Transactions: A Theoretical Analysis of Business Model Transformations <i>Prof. Dr. Michael Leyer, Prof. Dr. Sabrina Schneider, Dr. Mary Tate; Universität Rostock, Universität Kassel und Queensland University of Technology</i>
16:40	Cluster role in advancing Industry 4.0 – pilot study from Germany <i>Dr. Marta Götz; Vistula University Warszawa</i>
17:00	Ecosystem 4.0 – An Empirical Analysis of Industry 4.0-based Business Models in the German Packaging Industry <i>Johannes W. Veile, Dr. Daniel Kiel, Dr. Julian M. Müller, Prof. Dr. Kai-Ingo Voigt, Christin Ammerer; Friedrich-Alexander-Universität Erlangen-Nürnberg</i>
17:20	<i>Zusammenfassung und Verabschiedung</i>
17:30	<i>Tagungsende</i>

Moderation:

Prof. Dr. Stefan Kayser

Klaus-Dieter Pruss

Prof. Dr. Ulrike Settnik

Prof. Dr. Kai-Ingo Voigt