

DESRIST 2010

5th Conference on Design Science Research in Information Systems and Technology



Global Perspectives on Design Science Research

June 4–5, 2010

University of St.Gallen, Switzerland

<http://2010.desrist.org>

<http://desrist2010.iwi.unisg.ch>

Institute of Information Management



University of St.Gallen

DESRIST CONFERENCE

With four inspiring conferences that took place in Claremont, Pasadena, Atlanta, and Philadelphia, the International Conference on Design Science Research in Information Systems and Technology (DESRIST) has developed into a premier conference for design-oriented research in Information Systems.

Becoming a truly global conference series, DESRIST is held in St.Gallen, Switzerland in 2010. DESRIST 2010 brings together researchers and practitioners engaged in Design Science Research from all over the world to provide global perspectives on both Design Science and Design Research in the broadest sense. The topical theme of this year's DESRIST conference is "Global Perspectives on Design Science Research".

ST.GALLEN & CONFERENCE SOCIAL

St.Gallen lies in a gentle valley close to Lake Constance. Its name and origin route back to the early foundation of the abbey by the itinerant monk Gallus in 612. In the Middle Ages St.Gallen's abbey evolved into the most important center of knowledge north of the Alps. The monumental cathedral guards the modern city. Both the cathedral district and the library were accredited as UNESCO world cultural heritage in 1983.

Take the chance to learn more about St.Gallen's past by attending the guided city tour that is part of the social on Friday June 4. The tour is free for registered attendants of the conference. The conference dinner will be served in the 'Pfalkeller', designed by the famous architect Calatrava right in the Cathedral district.

CONFERENCE COMMITTEE

GENERAL CHAIRS

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Kalle Lyytinen, Case Western Reserve University, USA
Il-Yeol Song, Drexel University, USA

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J. Leon Zhao, City University of Hong Kong, Hong Kong

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Ting-Peng Liang, City University of Hong Kong, Hong Kong and National Sun Yat-Sen University, Taiwan, R.O.C.
Ishwar Murthy, Indian Institute of Management Bangalore, India
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José Tribolet, INESC and University of Lisbon, Portugal
Vijay Vaishnavi, Georgia State University, USA
Jan Verelst, University of Antwerp, Belgium
Jan vom Brocke, University of Liechtenstein, Liechtenstein
Chih-Ping Wei, National Tsing Hua University, Taiwan, R.O.C.
George Widmeyer, New Jersey Institute of Technology, USA
Roel Wieringa, University of Twente, The Netherlands

PROCEEDINGS

Stephan Aier, University of St.Gallen, Switzerland

PUBLICITY

Anne Cleven, University of St.Gallen, Switzerland
Mark Toleman, University of Southern Queensland, Australia
Karthikeyan Umapathy, University of North Florida, USA

LOCAL ARRANGEMENTS

Philipp Gubler, University of St.Gallen, Switzerland

UNIVERSITY OF ST.GALLEN

DESRIST 2010 is hosted by the Institute of Information Management, University of St. Gallen. The Institute of Information Management was founded 1989. With five tenured chairs, more than ten post-docs and approx. 50 research assistants (Ph.D. students) it runs a joint research programme "Business Engineering". With significant funding and inputs from major Swiss and German companies and government agencies, models and methods are developed that address important design problems. The institute is also responsible for many degree and non degree Executive Education programmes including the innovative Executive Master of Business Engineering (since 1998).

KEYNOTES



Prof. Dr. Jay F. Nunamaker Jr. (Friday, June 4, 2010)
Toward a Broader Vision of IS Research



Prof. Dr. h.c. mult. August-Wilhelm Scheer (Friday, June 4, 2010)
Success of the ARIS-Software – Combination of Research and Professional Product Development



Dr. Peter Zencke (Saturday, June 5, 2010)
Developing Next Generation Business Platforms – Innovation through Rigorous Engineering and User-Centric Design

PANELS

Academic Rigor, Applications Oriented Research and Design Innovation: Where are the boundaries? (June 4, 2010)

The innovation panel will engage with if and how innovation can become a crucial component of design science research and address the following questions:

- How much theory should be considered both in the design and building of novel IT artefacts?
- Is application driven research a fruitful path to take?
- What makes innovation tick and how can academically oriented research be innovative?
- What is the best collaboration model between academia and industry when it comes to innovation and design?
- For graduate students, is working in industry (labs) an important pre-requirement to graduate school? If so why?

Udo Bub Deutsche Telekom AG Laboratories, Germany | Samir Chatterjee Claremont Graduate University, USA

Oliver Christ SAP, Switzerland | Sandeep Purao Penn State University, USA

Design for Use (June 4, 2010)

Many computer science and IS research projects begin with the creation of an IT artifact, and end with a proof of concept experiment demonstrating the feasibility and utility of a prototype. The history of IS/IT research is replete with tools that work well in experiments, but fail to gain real use in the field. The panel will explore the following questions:

- How should researchers design for later use?
- Is there academic value in developing systems beyond proof-of-concept?
- Why don't more academic IS/IT concepts transition to the workplace?
- Can lessons learned in systems development translate publications?

Robert O. Briggs University of Nebraska, USA | Jay Nunamaker University of Arizona, USA

Gerhard Schwabe University of Zurich, Switzerland | Henk Sol University of Groningen, The Netherlands

Publishing Design Science Research (June 5, 2010)

The purpose of this panel is to provide some insights into effective positioning and structuring of design science papers for successful publication in leading journals. Specific questions that will be addressed include:

- Does it help to explicitly position a manuscript as a "design science paper"?
- What are the key differentiators between design science papers and traditional IT/MIS papers that require a different approach to their review and evaluation?
- How should design science researchers organize and present their work to improve their chances of getting published in high quality journals?

Amit Basu Southern Methodist University, USA | Martin Bichler Technical University of Munich, Germany

Alan Hevner University of South Florida, USA | Alexander Tuzhilin New York University, USA

Organisation of Design Science Research (June 5, 2010)

Many research institutes and centers have been developing unique and value-added approaches to organizing and carrying out Design Science Research. This panel will explore the following questions:

- How has Design Science been successfully organized in IS research centers?
- How do they translate systems and concepts into academic value beyond proof of concept, to proof of value and proof of use?
- What aspects of these methods can help academic IS/IT concepts to be successfully transferred to the workplace?
- Do the approaches have commonalities or are they broadly differentiated?
- What lessons learned from these Design Science organization approaches can help other IS researchers organize, execute and publish their work?

Herwig Mannaert University of Antwerp, Belgium | Hubert Österle University of St.Gallen, Switzerland

Nicholas Romano Oklahoma State University, USA | Jan vom Brocke University of Liechtenstein, Liechtenstein

CONFERENCE PROGRAMME JUNE 5, 2010

room09010

room09011

room09012

9.30

PANEL

Publishing Design Science Research
In recent years, there has been a significant increase in the number of manuscripts positioned as design science research, submitted to major academic journals in the information technology and management information systems areas.

Amit Basu, Southern Methodist University
Martin Bichler, Technical University of Munich
Alan Hevner, University of South Florida
Alexander Tuzhilin, New York University

DESIGN AND REQUIREMENTS ENGINEERING

A Requirements Engineering Method Designed for the Blind
Tuure Tuunanen, Ken Peffers, and Simeon Hebler

Assessing Project Effort in Requirements Engineering: A Report on Design Research in Progress
Frank Zickert and Roman Beck **BPN**

Systematic Development of Business-driven Requirements – Using Next-generation EIS Design as an Example
Jörg H. Mayer and Frederik Marx

DESIGN AND ORGANISATION

Extending the Design and Engineering Methodology for Organizations with the Generation Operationalization and Discontinuation Organization
David Aveiro, A. Rito Silva, and José Tribolet

Towards Deterministically Constructing Organizations Based on the Normalized Systems Approach
Dieter Van Nuffel, Philip Huysmans, David Bellens, and Kris Ven

Harness Mobility: Managing the Off-Task Property
Bo Andersson and Christina Keller

11.00 BREAK

11.30 Keynote Peter Zencke

Developing Next Generation Business Platforms – Innovation through Rigorous Engineering and User-Centric Design room09010

12.15 BREAK

Systematization of Maturity Model Extensions
Gerrit Lahrmann and Frederik Marx

Process Design as Basis for Comprehensive Process Modeling
Stefan Jablonski and Stephanie Meerkamm

Design Science Research Engagement: Proposal for an Engagement Approach for Company Collaboration
Anita Friis Sommer and Charles Møller

Design Science in Research Cooperations with the Industry: Findings from Three Prototyping Projects
Sven Weber, Roman Beck and Robert Gregory

Naturalistic and Artificial Evaluation of Personas and Role-based Enterprise Systems
Sven Carlsson and Björn Johansson

Ontology Design for Strategies to Metrics Mapping
Fatemeh „Mariam“ Zahedi and Atish Sinha

The IT-CMF: A Practical Application of Design Science
Brian Donnellan and Markus Helfert

Towards a Theory on Collaborative Decision Making in Enterprise Architecture
Agnes Nakakawa, Patrick van Bommel and Erik Proper

In Pursuit of IT Artifact Generality: The Case of Predictive Model for Electronic Negotiation Support
Rustam Vahidov, Réal André Carbonneau and Gregory E. Kersten

Use Cases for Business Metadata – A Viewpoint Based Approach to Structuring and Prioritizing Business Needs
Daniel Stock, Felix Wortmann and Jörg Mayer

13.45

PANEL

Organisation of Design Science Research
Since the publication of Hevner et al.'s well known MISQ paper on Design Science the approach has continued to gain acceptance in the field.

Herwig Mannaert, Universiteit Antwerpen
Hubert Osterle, University of St.Gallen
Nicholas Romano, Oklahoma State University
Jan vom Brocke, University of Liechtenstein

DESIGN AND BEHAVIOUR

Instruction Manual Usage: A Comparison of Younger People, Older People and People with Cognitive Disabilities
Abdusalam Selami Cifter and Hua Dong

FASTS: Facets Structured Tag Space – A Novel Approach to Organize and Reuse Social Bookmarking Tags
Sudha Ram and Wei Wei

Twitter Me: Using Micro-blogging to Motivate Teenagers to Exercise
Mark Mingyi Young

DESIGNING COLLABORATION

Designing for Light-weight Collaboration: The Case of Interactive Citizens' Advisory Services

Gerhard Schwabe, Claudia Bretscher, and Birgit Schenk

Design for Business Innovation: Linking the Value Chains of Logistics Service and Cargo Insurance Companies by Designing a Collaborative Service Infrastructure
Alexander C. H. Skorna, Christoph Bode, Oliver Baecker, Jan vom Brocke, and Elgar Fleisch

15.15 Awards

- **Herbert A Simon Award** for the best Design Research paper of the conference
- **Vinton G. Cerf Award** for the best Student Authored paper

Farewell

FREQUENTLY ASKED QUESTIONS

When does the registration open?

- Registration is open during Thursday's Apéro and the whole day Friday.

Do we have wireless internet access?

- Yes, wireless internet access is available. ID and password will be provided at the conference.

Where will the posters be presented?

- Posters will be presented on the second floor of the library building (09) in front of the session rooms.

Will there be Lunches or other meals?

- Yes, there will be Lunch at the conference location on Friday and Saturday and a dinner as part of the social on Friday evening.

Where will the Lunches be served?

- Lunch will be served on the first floor of the library building (09).

How do I register for the social?

- Please bring your name batches with you, they serve as your entrance tickets.

Where can I hang out and see my colleagues and friends walk by so I can talk to them?

- There are several seating areas around the session rooms and nice places outside as well.

Is there shopping nearby where I can buy souvenirs?

- There are several nearby shopping possibilities, please ask the organisation team for maps and advice.

Is there public transportation?

- Yes, St. Gallen offers very good public transportation. Please ask the organisation team for the bus schedule.

LOCATION AND CAMPUS MAP



Building 09 (library), rooms 09010, 09011, 09012

Building ZIG, rooms Z130 and Z131

The University Campus is located within walking distance of St.Gallen's Old Town and main railway station. Direct bus connections (No. 5 and 9) commute between the main railway station and the University Campus (bus stop "Universität").



University Campus
Dufourstrasse 50
9000 St.Gallen
<http://www.unisg.ch>

Walking Distance: 1.2 km / 0.75 miles / 14 min.

Pfalz Keller St.Gallen
Klosterhof 3
9000 St.Gallen

West Entrance of the Cathedral
Gallsstrasse
9000 St.Gallen

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