



Chair of Information Systems -
Innovation & Value Creation



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS
AND ECONOMICS

15th Research Colloquium Innovation & Value Creation

26th & 27th November 2020

Program Agenda & Tracks

Status from 25.11.2020

www.wi1.fau.de | Lange Gasse 20, 90403 Nürnberg



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Agenda

Thursday 26.11.2020

Time (CET)	Duration	Event	Where
18:00	0:15	Welcome Speech (Kathrin Möslein & Angela Roth)	Main Session
18:15	0:15	3x5 min Get-to-know-each-other Sessions	Break Out Rooms
		MiniNote - Prof. Dr. Dr. h.c. Ralf Reichwald	
18:30	0:30	MiniNote - Prof. Dr. Claudia Lehmann	Main Session
		MiniNote - Prof. Dr. Frank Danzinger	
19:00 (11:00 MST)	0:15	Keynote by Prof. Anne Huff Ph.D. from DCU Business School on Publishing Research	Main Session
		Evening Event	
19:15	x	<ul style="list-style-type: none"> ▪ Live Music with Prof. John Bessant Ph.D. and Spyros Koustas ▪ Virtual Dinner ▪ Virtual Hang-Out 	Main Session

Friday 27.11.2020

Time (CET)	Duration	Event	Where
		MiniNote - Prof. Srinivasan	
09:00 (13:30 IST)	0:45	MiniNote - Dr. Martin Schymanietz	Main Session
		MiniNote - Prof. Dr. Anne-Katrin Neyer	
09:45	0:15	Virtual Break with physical Coffee or Tea	Break Out Rooms
10:00	1:30	Virtual Sessions Round 1	Break Out Rooms
11:30	0:30	MiniNote - Prof. Dr. Frank Piller MiniNote - Prof. John Bessant Ph.D.	Main Session
12:00	1:00	Virtual Lunch Break	Break Out Rooms
13:00	1:30	Virtual Sessions Round 2	Break Out Rooms
14:30	0:30	Virtual Break with physical Coffee or Tea	Break Out Rooms
15:00	1:30	Virtual Sessions Round 3	Break Out Rooms
16:30	0:15	Virtual Break with physical Coffee or Tea	Break Out Rooms
16:45	1:00	Virtual Sessions Round 4	Break Out Rooms
17:45	0:15	Closing of the Event	Main Session

Track 1***Service Systems and Value****Chairs: Prof. Dr. Christian Schaller & Dr. Julian Boha*

Maximilian Perez Mengual	FAU	Physical interaction platforms - A taxonomy of spaces for interactive value creation	10:00
Ferdinand Revellio	JKU	Facilitating Professional Living Labs to Advance Circularity: the Case of the "Innovation Network aiming at Sustainable Smartphones" (INaS)	10:30
Anna Peters	HHL	Analysing innovation systems and innovation metrics along a targeted and iterative innovation process - A systematic literature review	11:00

Service Systems and Value*Chairs: FH-Prof. Dr. Christiane Rau & Dr. Julia Jonas*

Nina Lugmair	FAU	Towards a stakeholder typology for PSS innovation	13:00
Julia Schmitt	JKU	Circular Innovation Processes: The Role of Absorptive Capacity, Innovation Communities, and Integrated Management Systems in Cradle-to-Cradle Product Development	13:30
Paul Pfister	HHL	Return on Investment Digital Value Creation in German SMEs: A Multiple Case Study	14:00

Service Systems and Value*Chairs: Prof. Dr. Kathrin Möslein & Prof. R. Srinivasan*

David Heinz	HHL	Impact Investment Decisions – A Comparative Analysis of Selection Criteria Applied by Private Impact Investors	15:00
Felix Toepler	HHL	To Have, or not to Have: Resource Flow in Sustainable Entrepreneurial Ecosystems	15:30
Vivek Anand	German Chancellor Fellow	Innovation Clusters as Growth Poles to propel Industry 4.0 capacity building of SMEs and Startups	16:00

Service Systems and Value*Chairs: Prof. Dr. John Bessant & Dr. Sandra Dijk*

Julius Kirschbaum	FAU	Interdependence Day - An Ecosystems Approach to Artificial Intelligence	16:45
Melanie Oßwald	FAU	Intersubjectivity in Innovation Co-Creation – A Field Quasi Experiment	17:15

Track 2**Digital Technologies***Chairs: Prof. Dr. Vivek Velamuri & Dr. Sebastian Bonnemeier*

Sascha Julian Oks Spyros Koustas	FAU	Die Rolle von Industrie 4.0-Demonstratoren in der digitalen Transformation Eine Standpunktbestimmung am Portable Industrial Demonstrator for Cyber-Physical Systems (PID4CPS) Establishing trust in the manufacturing process - A design science research study based on the blockchain technology	10:00
Saskia Ramm	TU Chemnitz	The Fertilization of Innovation with the Digital Twin	10:30
Peter Schopf	FAU	Affordances of immersive information systems (e.g. augmented reality) in portable, asynchronous & co-located collaboration	11:00

Digital Technologies*Chairs: Prof. Dr. Frank Piller & Dr. Daniela Schrack*

Max Jalowski	FAU	Supporting Participants in Creative Processes: Opportunities for Persuasive Technology in Participatory Design	13:00
Anja Krösche	TU Chemnitz	Benutzerzentrierte Gestaltungsmethoden von Kognitiven (AR-) Assistenzsystemen in manuellen Montageprozessen	13:30
Timon Sengewald	FAU	An Software Ecosystem for the Development of Digital Service Design Tools: A Conceptual Framework	14:00

Digital Technologies*Chairs: Prof. Dr. Dinter Barbara & Dr. Lisa Schmidhuber*

Patrick Meyer	FAU	Managing Robotics in Retail - A Service Systems' Perspective	15:00
Francisco Hernandez	TU Chemnitz	Interaction Design for the implementation of a Telepresence Robot in a production environment.	15:30
Andres Alcayaga	JKU	Digital technologies enabling circular value creation: An expert study of business practices	16:00

Innovation and Leadership*Chairs: Prof. Dr. Claudia Lehmann & Dr. Tim Posselt*

Michaela Bürger	HHL	Correlation of company value and leadership behavior in a digital world	16:45
Katharina Gilli	unibz	Crucial competences for digital service innovation	17:15

Track 3***Future of Work****Chairs: Prof. Dr. Anne-Katrin Neyer & Dr. Uta Renken*

Aline Lohse	TU Chemnitz	Technology Management as a Social Process - Workplace Innovation for Visualising Production Data in SMEs	10:00
Roth Natalie	FAU	How employees perceive planned organizational change – insights from a workspace change project inside a German insurance company	10:30
Kristiana Roth	FH OÖ	Do individuals benefit from Design Thinking Training? A quasiexperimental field study in an aviation company	11:00

Future of Work*Chairs: Prof. Dr. Angelika C. Bullinger-Hoffmann & Dr. Karl Rabes*

Christian Hoßbach	MLU	Thinking Inside or Outside the Box? Exploring the Role of Problem-Solving Style in Building Creative Self-Efficacy through Applied Training in Creative Problem Solving	13:00
Sina Plietzsch	HHL	Obstacles in the Implementation of Gamification in Organizations	13:30
Miriam Bachmann	MLU	Paradoxical tensions in agile organizations: An exploration of scope and focus of agility	14:00

Business Models*Chairs: Prof. Dr. Angela Roth & Dr. Michael Wächter*

Matthäus Wilga	FAU	A Systematic Characterization of Artificial Intelligence Business Models	15:00
Tim Mosig	HHL	Business Model Innovation in the Insurance Industry: Barriers Faced by Incumbents	15:30
Luxshiya Ariyanayagam	IIS	IIoT Use Case Taxonomy from a Management Perspective (Work in Progress/November 2020)	16:00

Business Models*Chairs: Prof. Dr. Erik Hansen & Prof. Dr. Frank Danzinger*

Matthias Förster	FAU	Understanding Critical Incidents for the Innovation of Data-Driven Business Models	16:45
Thomas Trabert	HHL	Identification and validation of team competences for the development of digital networked business models	17:15