



## Schedule Parallel Track Session IESS 1.8

21/09/2018 // Day 2

### 09:45 - 10:45 Parallel Track Session IV

#### ROOM 1: SERVICE BUSINESS MODELS

Session Chairs:

TILO BOEHMANN & RONNY SCHUERITZ

09:45	Sebastian Floerecke	Success Factors of SaaS Providers' Business Models – An Exploratory Multiple-Case Study
10:15	Jürg Meierhofer Anne Herrmann	End-To-End Methodological Approach for the Data driven Design of Customer-Centered Digital Services
10:45	Fabian Hunke Christian Engel	Utilizing Data and analytics to advance Service: Towards enabling Organizations to successfully Ride the Next Wave of Servitization

#### ROOM 2: SERVICE TOPICS OPEN EXPLORATION

Session Chairs:

MONICA DRĂGOICEA, HENRIQUETA NÓVOA & MELANIE REUTER-OPPERMANN

09:45	Marlene Amorim Fateme Bashashi Saghezchi Maria João Rosa Pedro Pombo	Investigating the Alignment between Web and Social Media Efforts and Effectiveness: The Case of Sciencecentres
10:15	Gabriela Beirão Humberto Costa	Exploring Customers' Internal Response to the Service Experience: An Empirical Study in Healthcare
10:45	Nabil Georges Badr Maddalena Sorrentino Marco De Marco	Health Information Technology and Caregiver Interaction: Building Healthy Ecosystems