

Proposal

ECIS 2007

The 15th European Conference on Information
Systems

*“Relevant rigour –
Rigorous relevance”*

This paper summarizes the University of St. Gallen's proposal to organize ECIS 2007. This proposal is submitted to the ECIS standing committee for its meeting in Regensburg on May 25, 2005.

Table of Contents

| | |
|--|---|
| 1. Objectives | 3 |
| 2. Conference Format..... | 3 |
| 2.1. Conference Dates and Venue | 3 |
| 2.2. Conference Programme..... | 3 |
| 2.3. Tracks..... | 4 |
| 2.4. Social events | 4 |
| 2.5. Book and software exhibition | 4 |
| 3. Conference Officers | 5 |
| 4. Programme Committee | 5 |
| 5. Budget..... | 6 |
| 5.1. Net Conference Fees | 6 |
| 5.2. Expected Revenues | 6 |
| 5.3. Costs..... | 6 |
| 5.3.1. Doctoral Consortium..... | 6 |
| 5.3.2. Keynote Speakers and Conference Officers..... | 6 |
| 5.3.3. Social Events and Conference..... | 7 |
| 5.3.4. Conference Proceedings..... | 7 |
| 5.3.5. Public Relations | 7 |
| 5.3.6. Organisational Costs | 7 |
| 5.3.7. Overall Costs..... | 7 |
| 5.4. Final Budget..... | 7 |
| 6. Timeline | 8 |
| 7. Venue and Host Information..... | 8 |
| 7.1. St. Gallen..... | 8 |
| 7.2. University of St. Gallen..... | 8 |
| 7.3. Institute of Information Management..... | 9 |

1. Objectives

ECIS should be a meeting place for European researchers in the field of information systems from various cultures and countries and should reflect the specific and innovative features of European research in information systems. Having one of the world's highest per capita spending for IT, Switzerland has a long tradition in the field of IS and is one of the largest and most well-known communities in this field.

Before commencing a second journey through Europe, ECIS should conclude its first round in Switzerland. The University of St. Gallen is one of the top business schools in Europe. Its Institute of Information Management is one of the largest IS research groups in Europe.

2. Conference Format

2.1. Conference Dates and Venue

| | |
|---------------------|--|
| Doctoral consortium | June 04-06, 2007 (Monday – Wednesday) |
| Conference: | June 07-09, 2007 (Thursday – Saturday) |

A welcome reception is planned for Wednesday evening. Although the schedule is verified with University Administration and colleagues from all AIS areas, these dates are provisional and subject to changes by the organizing committee.

The conference will take place at the main Campus of the University of St. Gallen (<http://www.unisg.ch>). The University's main campus is an architectural landmark for its consistent modernistic architecture (architects Förderer and Gerosa) and for the numerous artworks on campus (works dedicated by Calder, Miro, Giacometti, Tapies, Braque, Richter, Arp and many others).

2.2. Conference Programme

Monday June 04:

- Doctoral Consortium

Tuesday June 05:

- Doctoral Consortium

Wednesday June 06:

- Doctoral Consortium
- Welcome party

Thursday June 07

- Registration
- ECIS 2007 Opening
- Plenary Sessions / Keynote Speakers
- Coffee Break
- Ca. 10 Parallel Sessions
- Lunch
- Ca. 10 Parallel Sessions
- Coffee Break
- Ca. 10 Parallel Sessions

Friday June 08

- Ca. 10 Parallel Sessions
- Coffee Break
- Ca. 10 Parallel Sessions
- Lunch
- Ca. 10 Parallel Sessions
- Coffee Break
- Ca. 10 Parallel Sessions
- Conference Dinner

Saturday June 09

- Ca. 10 Parallel Sessions
- Coffee Break
- Ca. 10 Parallel Sessions
- Lunch
- Ca. 10 Parallel Sessions
- Coffee Break
- Plenary Session
- ECIS 2007 Closing

2.3. Tracks

The preliminary proposal for the conference tracks is as follows:

- IS Research Methodologies: Design Science and Behavioural Science
- Transformation: IS, Process and Organisational Change
- IT Governance, IT Strategy, IT Controlling
- IT Service Management
- IT as an Enabler for New Business Solutions
- Organisational Engineering
- IS Development
- Deploying Standardized Software
- E-Government
- E-Learning
- E-Society and E-Work
- Information Logistics and Business Intelligence
- Economics of ICT
- IS Security
- Enterprise Architecture

The Call for Papers will be decided on by the programme committee members by early 2006.

2.4. Social events

The conference dinner is planned in the heart of the historic 'Stiftsbezirk', a UNESCO world heritage site. The acclaimed architect Calatrava has created a set of underground rooms which have been reserved for the dinner.

Tours to the worldwide known library (dating back to the 8th century) and to the historic city centre will be available.

The number of participants for this venue is restricted to ca. 420. Reservations will be taken on a first-come-first-served basis. For participants that are denied dinner reservation due to late registration, a discount towards the conference fee will be offered.

2.5. Book and software exhibition

The main campus' B building offers enough space to accommodate a book and software exhibition.

3. Conference Officers

The following Colleagues have agreed to serve:

Conference Officers

Conference Chair: Robert **Winter**, University of St. Gallen, CH (Robert.Winter@unisg.ch)
Programme Chair: Hubert **Österle**, University of St. Gallen, CH (Hubert.Oesterle@unisg.ch)
Doctoral Consortium Chair: Helmut **Kremer**, Technical University of Munich, DE (kremer@in.tum.de)
Local Organizing Chair: Walter **Brenner**, University of St. Gallen, CH (Walter.Brenner@unisg.ch)

Local Organizing Committee

Local Organizing Chair: Walter **Brenner**, University of St. Gallen, CH (Walter.Brenner@unisg.ch)

Andrea **Back**, University of St. Gallen, CH (Andrea.Back@unisg.ch) (publicity)
Joachim **Schelp**, University of St. Gallen, CH (Joachim.Schelp@unisg.ch)
(financials, organization, review system, proceedings)
Lutz **Kolbe**, University of St. Gallen, CH (Lutz.Kolbe@unisg.ch) (keynotes, industry relations, sponsoring)

4. Programme Committee

Programme Chair: Hubert **Österle**, University of St. Gallen, CH (Hubert.Oesterle@unisg.ch)

The programme committee will be comprised of all track chairs. It will decide on the acceptance of submitted scientific papers, case studies, practitioner papers and panels.

The conference tracks will be specified by the following group of scholars that also have agreed to decide on track structure and submission acceptance:

Witold **Abramowicz**, The Poznan University of Economics, PL (W.Abramowicz@kie.ae.poznan.pl)
Dieter **Bartmann**, ibi & University of Regensburg, DE (dieter.bartmann@wiwi.uni-regensburg.de)
Jörg **Becker**, ERCIS & Wilhelms University, DE (isjobe@wi.uni-muenster.de)
Tatiana **Chameeva**, Bordeaux école de management, FR (tatiana.chameeva@bordeaux-bs.edu)
Jose **Gricar**, Univerza V Mariboru, SI (gricar@fov.uni-mb.si)
Dimitris **Karagiannis**, University of Vienna, AT (dk@ifs.univie.ac.at)
Karl Heinz **Kautz**, Copenhagen Business School, DK (karl.kautz@cbs.dk)
Stefan **Klein**, University College Dublin, IE (stefan.klein@ucd.ie)
Federico **Rajola**, CeTIF & Università Cattolica Milano, IT (federico.rajola@unicatt.it)
Hans **Schaffers**, Telematica Instituut, NL (hans.schaffers@telin.nl)
Reima **Suomi**, Turun Kauppakorkeakoulu, FI (reima.suomi@tukkk.fi)
José **Tribolet**, IST, Technical University of Lisbon, PT (jose.tribolet@inesc.pt)

Additional colleagues from the ECIS steering committee are very welcome.

5. Budget

5.1. Net Conference Fees

| | Early (Before March 31, 2007) | Late (After March 31, 2007) |
|----------------------|----------------------------------|--------------------------------|
| Regular Participants | €420 | €475 |
| Students | €260 | €325 |
| Accompanying persons | €335 | €380 |

Following the practice at preceding ECIS conferences, a one year AIS membership fee will be added to (and included in) the above conference fees for non AIS members (type 1). For AIS members, the above fees will be charged (type 2). For non AIS members that decline to join AIS, an additional fee of 50% of the annual AIS membership fee will be charged (type 3).

The additional fees resulting from type 1 and type 3 will be forwarded to AIS. In exchange, a contribution of AIS to the costs of the doctoral consortium is expected.

5.2. Expected Revenues

| | Pessimistic Scenario | | Average Scenario | | Optimistic Scenario | |
|-------------------|----------------------|---------------|------------------|---------------|---------------------|---------------|
| | Participants | Sum (€) | Participants | Sum (€) | Participants | Sum (€) |
| Regular Early | 183 | 76860 | 205 | 86100 | 228 | 95760 |
| Regular Late | 118 | 56050 | 133 | 63175 | 147 | 69825 |
| Students Early | 36 | 9360 | 41 | 10660 | 46 | 11960 |
| Students Late | 36 | 11700 | 41 | 13325 | 46 | 14950 |
| Accomp. Early | 0 | 0 | 0 | 0 | 0 | 0 |
| Accomp. Late | 27 | 10260 | 30 | 11400 | 33 | 12540 |
| <i>Deductions</i> | | 0 | | -1951 | | -3900 |
| Total | 400 | 164230 | 450 | 182709 | 500 | 201135 |

Deduction reflects a 10% deduction granted to late registrants which cannot be admitted to the conference dinner due to the site's space limitations.

5.3. Costs

5.3.1. Doctoral Consortium

The doctoral consortium will be organized either in a mountain setting ('Appenzell' region, 10-20 kms east of St. Gallen) or in a lake setting (Lake Constance, 10-20 kms north of St. Gallen).

Based on experience at recent ECIS conferences, an amount of **€7500** is budgeted to cover the accommodation and board costs of 25 participants (€250 each) and 5 faculty members (€250 each).

5.3.2. Keynote Speakers and Conference Officers

| | € |
|--|--------------|
| Accommodation / Food Costs for Inspection Meeting | 3022 |
| Accommodation / Food Costs for Program Committee Meeting | 4336 |
| Accommodation Costs for 3 Keynote Speakers | 4800 |
| Total € | 12158 |

5.3.3. Social Events and Conference

| | 400 Participants | 450 Participants | 500 Participants |
|--|------------------|------------------|------------------|
| Welcome Reception Dinner buffet and drinks | 7884 | 10512 | 11826 |
| Conference Meals | 24440 | 27495 | 30550 |
| Conference Dinner | 26280 | 26280 | 26280 |
| Rent for location | 1183 | 1183 | 1183 |
| Total € | 59787 | 65470 | 69839 |

5.3.4. Conference Proceedings

| | 400 Participants | 450 Participants | 500 Participants |
|--------------------|------------------|------------------|------------------|
| CD-ROM proceedings | 7600 | 7675 | 7750 |
| Bags etc. | 1314 | 1478 | 1643 |
| Total € | 8914 | 9153 | 9393 |

5.3.5. Public Relations

The cost estimate is based on previous experiences and conferences.

| | € |
|--------------------|--------------|
| Advertisements | 17250 |
| Telecommunications | 329 |
| Mail | 5000 |
| Paper | 657 |
| PC Room | 591 |
| Website | 3285 |
| Total € | 27112 |

5.3.6. Organisational Costs

| | € |
|------------------------------|--------------|
| Project Manager | 60969 |
| Assistant | 19710 |
| On site conference personnel | 2365 |
| Total € | 83044 |

5.3.7. Overall Costs

| | 400 Participants | 450 Participants | 500 Participants |
|--------------------------------------|------------------|------------------|------------------|
| Doctoral Consortium | 7500 | 7500 | 7500 |
| Key Speakers and Conference Officers | 12158 | 12158 | 12158 |
| Social Events and Conference | 59787 | 65470 | 69839 |
| Proceedings | 8914 | 9153 | 9393 |
| Public Relations and Services | 27112 | 27112 | 27112 |
| Organisational Costs | 83044 | 83044 | 83044 |
| Total € | 198515 | 204437 | 209046 |

5.4. Final Budget

| | 400 Participants | 450 Participants | 500 Participants |
|---------------------|------------------|------------------|------------------|
| Expected Revenues | 164230 | 182709 | 201135 |
| Required Sponsoring | 34285 | 21728 | 7911 |
| Expected Costs | -198515 | -204437 | -209046 |
| Total € | 0 | 0 | 0 |

The Board of Directors of the Institute of Information Management has committed to provide the necessary funds to guarantee a balanced budget.

6. Timeline

| | |
|--|------------------------------------|
| Launch of website | January 2006 |
| Programme committee nominated & track structure complete | March 2006 |
| Call for papers distributed (ECIS 2006, listservs) | May 2006 |
| Submission system open | Early October 2006 |
| Submission deadline | Mid November (late November), 2006 |
| Reviews due | Mid February, 2007 |
| PC meeting & notification of acceptance: | Early March, 2007 |
| Early registration deadline: | Mid March, 2007 |
| Submission of final versions: | Mid April, 2007 |
| Doctoral consortium | June 04-06, 2007 |
| Conference: | June 07-09, 2007 |

7. Venue and Host Information

7.1. St. Gallen

St. Gallen, metropolis of Eastern Switzerland is justly proud of its prestigious past. The city's name and origins can be traced back to the founding of the monastery by the wandering Irish monk Gallus, about 612 AD. You'll encounter the past with every step as you stroll through the attractive old town. Discover the world-famous oriel windows, narrow lanes and lively squares with inviting street cafés. The prestigious past has given way to a blossoming present. St. Gallen is a modern and cosmopolitan city, watched over by the imposing baroque Cathedral in the heart of the stunning 'Stiftsbezirk'. This beautiful district has been awarded World Cultural Heritage Status and is under the protection of UNESCO, which describes it as follows: "The Convent of St Gall, a perfect example of a great Carolingian monastery, was, from the 8th century to its secularization in 1805, one of the most important in Europe. Its library is one of the richest and oldest in the world and contains precious manuscripts such as the earliest-known architectural plan drawn on parchment. From 1755 to 1768, the conventual area was rebuilt in Baroque style. The cathedral and the library are the main features of this remarkable architectural complex, reflecting 12 centuries of continuous activity." This alone is already worth a visit.

7.2. University of St. Gallen

The University of St. Gallen for Business Administration, Economics, Law and Social Sciences (HSG) was founded in 1898 as a 'business academy' and enrolled its first students in 1899. It became a 'business university' in 1911, and continues to this day to pursue the goal – as relevant then as now – of providing its students with a practice-oriented education. When, in 1963, it moved to the current campus site, it had some 1,000 students and 27 professors. At the beginning of 2000, there were about 4,700 students and some 80 professors. Our 'Vision 2005' is formulated in the following terms: 'We intend to achieve international recognition as one of Europe's leading universities, both with respect to scholarship as well as practical application. In this endeavour, we are guided by an integrative view of business, economics, law and social sciences.'

In terms of numbers, the University of St. Gallen may well be one of Europe's smaller universities, but it has Switzerland's largest faculty of economic sciences. It concentrates on the training and continuing education of experts and leaders in business, public administration, and the law. The University is financed by the Canton of St. Gallen, which gives it far reaching autonomy. The University of St. Gallen offers courses of study in the areas of Management, Economics, Law and Political Science. A broad, cross-disciplinary orientation – the University also has a Cultural Sciences Department – clearly-structured, binding curricula, and a demanding examination system are characteristic features of studies here.

Research at the University of St. Gallen is centred around the more than two dozen institutes and research groups. These are integral parts of the University and closely linked with it financially, structurally and especially at the staff level, as the directors of the institutes are professors. On the other hand, the institutes are largely autonomous units run on entrepreneurial lines and are, to a considerable extent, self-supporting. An important element of their financial resources are the fees generated by courses that they offer (based on their research and practical experience), by research carried out for third parties and by other services. The institutes differ widely in their size, structure and goals. Some concentrate on research that is specific to given subjects or business sectors, others concern themselves more with topics of relevance to teaching. Some work in traditional areas of the Economic Sciences, Law and the Social Sciences, others deal with areas that have only recently become prominent, such as information, media and communication management, or the tensions between ecology and the economy. The institutes provide important input for teaching at the University, and play a significant role in research and in furthering the careers of young academics.

The University has continually extended its network of exchange and cooperation agreements with internationally prominent business schools and universities in Europe, North and South America and Asia. Thus, in 1990, the University, 25 per cent of whose student body consists of foreigners, became a member of the CEMS (Community of European

Management Schools). As a result, our best students can obtain a European diploma, in addition to their 'home' degree. A total of more than 60 universities belong to our exchange network, and a proportion of these have concluded 'dual-degree' agreements with us. In the future, courses will become even more international, and, today there are already programmes at the Master's and doctoral levels that are taught exclusively in English.

7.3. Institute of Information Management

The Institute of Information Management is one of the leading research institutes of the University of St. Gallen. Its research has a strong focus on applied research. Research results – methodologies and concepts – are validated in close cooperation with research partners in industry: Several major Swiss companies – sometimes joined by German or Austrian companies – participate in one or more of the institute's six competence centres.

The institute contributes to the educational programs of the university on all levels: IS applications and methodologies are taught in Bachelor programs. On the Master level, a dedicated master program in information, media and technology management is offered in cooperation with the other technology oriented institutes of the University – the Institute of Technology Management, the Institute of Media and Communication, and the Institute of Logistics. As its premier offering in Executive Education, the institute designed a part-time, 100 day Executive MBA in Business Engineering program which is running yearly since 1998. Furthermore the institute hosts a range of conferences: Three times a year the one-day "Anwenderforum St. Gallen" which now attracts some 250 participants. The bi-annual DW conference - in cooperation with the German Computer Science Society GI - attracts some 370 participants from academia and industry in the fields of data warehousing and integration management. These conferences are complemented by smaller, more network-oriented events for special interest groups, e.g. the CIO Briefing, the value chain conference or customized training programmes.

The Directors Board of the institute comprises the four full chairs Prof. Dr. Andrea Back, Prof. Dr. Walter Brenner, Prof. Dr. Hubert Österle and Prof. Dr. Robert Winter. The institute's research staff comprises ca. 10 post-docs responsible for the research groups and ca. 40 full-time researchers.