



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



Call for Papers

Digital Business Research Day (DBRD) 2018

We are pleased to announce the third international Digital Business Research Day at the Johannes Kepler University (JKU) in Linz. **On Monday June 11, the Digital Business Research Day will take place.** The conference provides a platform for researchers and students to present their research in progress and to discuss pressing issues. Example issues are: how to publish research results in high quality outlets, how to position research and research contributions, how to apply research methods, or how to structure and systematically plan a good PhD-thesis. The conference team consists of experienced researchers and professors, providing an opportunity for discussion of research projects in an academically stimulating atmosphere. Moreover, the Digital Business Research Day provides multiple networking opportunities, embedded into a cozy and friendly atmosphere on our campus.

Scope of the Conference

This conference will predominantly focus on key subjects of the study programme Digital Business Management (DBM). Digital Business Management looks into the strategic planning and realization of digital media applications, the development of innovative business models in an Internet driven competitive environment and the digitalization of business processes. Additionally, the Business Informatics Group (BIG) – a young and innovative research group at Dublin City University, School of Computing – will enrich the conference. The research of the BIG focuses on various topics around Business Informatics, an research area at the nexus of Information and Communications Technology, Software Engineering, and Business Studies.

Authors are encouraged to submit research in progress papers with specific questions and issues for discussion in the course research day. Topics may include – but are not limited to:

- Big Data
- HCI
- Design Science Research
- Smart Cities & Smart Energy
- Strategic Planning, Innovation Management & Entrepreneurship

Author Guidelines & Submission

Please submit an extended abstract of max. 800 words not later than **May 18** to dbm@fh-steyr.at. Please use the submission template, which can be downloaded from <http://www.digital-business.at/DBRD2018>. After completion of the review process, authors will be informed about acceptance, rejection, or suggested modifications by May 25.

Important Dates & Deadlines

Submission of extended abstract	May 18, 2018 (to dbm@fh-steyr.at)
Abstract Notification	May 25, 2018
Registration	June 4, 2018
Send in Presentation Slides	June 10, 2018 (to dbm@fh-steyr.at)
Digital Business Research Day	June 11, 2018

Conference Programme

- 08:30 – 09:00: Get Together-Coffee
- 09:00 – 09:15: Opening Session (Stabauer / Auinger)
- 09:15 – 10:45: Paper Session 1 (15' presentation, 15' discussion/paper)
- 10:45 – 11:00: Coffee Break
- 11:00 – 12:30: Paper Session 2 (15' presentation, 15' discussion/paper)
- 12:30 – 13:30: Lunch
- 13:30 – 14:00: PERFORM – Status Quo (Markus Helfert)
- 14:00 – 14:45: "A Method for Multi-Context Boundary Profiling for Individual Communication Management" (Stefan Oppl)
- 14:45 – 15:00: Closing (Auinger / Stabauer)
- 15:00 – 22:00: Social Event

Social Event

Registration Fee: € 100 (Transfers, Entrance Fees, Snacks and Dinner included)

- 15:00: Tram to Ars Electronica
- 15:30 - 17:00: Ars Electronica
- 17:00 - 17:15: Tram to Taubenmarkt
- 17:30 - 19:00: Höhenrausch
- 19:30 - 22:00: Conference Dinner at Wirt am Graben

Travel Information

Suggested *Hotels*:

Star Inn Hotel (Steingasse 6, 4020 Linz)

Park Inn by Radisson (Hessenplatz 16-18, 4020 Linz)

Tram to JKU - from Star Inn:

station "Taubenmarkt" to station "Universität" using tram line 1 or 2

Tram to JKU - from Park Inn:

station "Mozartkreuzung" to station "Universität" using tram line 1 or 2

Tram price (one-way): € 2,30

Contact & Further Information

Access all information and required files at www.digital-business.at/DBRD2018 or contact concerning the DBRD 2018:

Chairs:

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