

Research seminar
Innovation & Value Creation
University of Applied Sciences Upper Austria
Campus Wels

Stelzhamerstraße 23, 4600 Wels

Thursday, 22. May

18:30 Welcome Dinner: Hotel Gösser Bräu Kaiser-Josef-Platz 27, 4600 Wels

Friday, 23. May

9:00 Welcoming: *Christiane Rau, Michael Rabl, Roman Froschauer, Ralf Reichwald, Anne-Katrin Neyer* Aula

10:00 Institute Speed Dating Aula

10:45 Break

11:00 Session 1

12:30 Lunch Break HS 007

13:15 Session 2

14:45 Break

15:00 Session 3

16:30 Bus Transfer to Linz

17:30 Guided Tour: Ars Electronica Center Ars-Electronica-Straße 1, 4040 Linz

19:00 Dinner: Fischerhäusl Linz Flußgasse 3, 4040 Linz

21:30 Bus Transfer to Wels

22:00 Evening Finale: Sorry Mama Wels Stadtplatz 11, 4600 Wels

Saturday, 24. May

8:15 Early Morning Workshop on Publishing in Top Journals of our Field: Some ideas, tips, and advise (Optional) *Frank Piller* Aula

9:00 Best Paper Award & Outlook Aula

9:30 Break

10:00 Session 4

12:00 Farewell Lunch: In's Haas Stadtplatz 34, 4600 Wels

PROGRAM

Friday, 23. May

11:00, Session 1: AI & Effects on People

Track Chairs: Anne-Katrin Neyer & Dominik Walcher

Julian Ruf: Designing a Study on How AI Shapes Intrinsic Motivation in Creative Processes

Simone Redl: When Users Are Not Human: How Synthetic Users Shape User Understanding in Innovation Processes

Christopher Müllner: Measuring the Creative Process: A Multi-Method Approach to Understanding Human-AI Interaction in Creative Problem-Solving Tasks

13:15, Session 2: AI Adoption

Track Chairs: Alexander Brendel-Schauberger & Sascha Oks

Timo Helemann: From Hype to Impact: Key Adoption Strategies for GenAI in IT Service Organizations

Tobias Schuster: From Potential to Profit: Transforming AI Capabilities to Value Creation in Professional Service Firms

Danilo Schön: Decoding Return-to-Office Mandates – Exploring Drivers and Rationale of Multinational Enterprises

15:00, Session 3: AI Application

Track Chairs: Sabine Brunner & Kristiana Roth

Paul Scheichl: The Roles of AI in Design Thinking

Peter Schopf: Principle-Aligned Generative AI Systems: Opportunities for Leadership Development, Cultural Transformation, and Heritage Engagement

Saturday, 24. May

10:00, Session 4: AI Agents

Track Chairs: Claudia Lehmann & Sascha Oks

Björn-Lennart Georg Eger: Integrating Agentic AI into Business Processes: Toward Hybrid Process Actors and Adaptive Workflow Design

Daniel Rose: Digital Agents at Work: Understanding Their Technologies, Roles and Design Requirements

Matthäus Wilga: Mind the Gap – Uncovering Approaches for the Alignment between Intended and Actual Activities of AI Agents in Physical Service Contexts



Friday, 23. May

11:00, Session 1: Plattform Sustainability & Business Models

Track Chairs: Erik G. Hansen & Christiane Rau

Lin Lin: How Do Platforms Support Sustainable Business Models in the Fashion Industry? - A Literature-based Analysis

Eleonore Roderfeld: Exploring Business Modelling of Aspiring Entrepreneurs

Elena Scoccianti: Integrating Sustainability into Luxury Hospitality: A Multi-Case Study of Italian Hotels

13:15, Session 2: Digital Twins & Sustainable Process Innovation

Track Chairs: Nizar Abdelkafi & Peter Hehenberger

Robert Schmelzer: Developing Digital Circular Business Models with Digital Twins - A Modular Contribution to Sustainable Digital Value Creation

Tennessee Schrage: Evaluating the Implementation of Explorative Process Design Patterns enabled by the Digital Twin: A Task-Technology Fit Perspective

Siegfried Eisele: Chasing the Sustainable Future but Forgetting Where We Come From: The Role of the ERP System in the Domain of Digital Technology Featured Remanufacturing

15:00, Session 3: Digital Ecosystems & Dataspaces

Track Chairs: Barbara Dinter & Margherita Pero

Anuradha Sharma: Reconfiguring Capabilities in the Digital Age: How Open Networks drive Small Business Digital Enablement in India

Joana Piel: Empty by Design? Exploring the Role of Complementarity in Building International Data Spaces

Saturday, 24. May

10:00, Session 4: Digital Innovation & Servitization

Track Chairs: Kathrin Möslein & Angela Roth

Benedikt Markus: Turning Digital Services into Profit: Resolving the Service Paradox in Manufacturing Companies

Layla Hajjam-Demir: Boosting Innovation Through Leveraging Digital Technologies

Tizian Kernstock: Inter-organizational Digital Knowledge Sharing Initiatives and Inter-organizational Resilience: A Systematic Literature Review on Finding Possibilities for Inter-organizational Cooperation among the ResiKomp Partners

TRACK 2: HS 009



TRACK 3: HS 010

Friday, 23. May

11:00, Session 1: Technology Adoption & New Work

Track Chairs: Natalie Breutner & Frank Danzinger

Vincent Czynnik: Addressing Adoption Barriers for Additive Manufacturing through Governance: A Qualitative-Empirical Study from an Ordonomic Perspective

Timucin Yapar: How do Servitization Initiatives Affect the Organizational Learning Processes of a Global Safety Equipment Manufacturer in Germany?

Anne Kurzmann: Navigating Hybrid Work: Exploring the Cognitive Dynamics of Workplace and Domain Switching

13:15, Session 2: Open Innovation

Track Chairs: Frank Piller & Daniela Schrack

Joni Mikael Riihimäki: Examining Open Innovation's Role in Building Organizational Resilience: A Qualitative Approach through the Lens of Absorptive Capacity

Patrick Michael Frey: Balancing IP Sharing-Protection Tensions in Circular Ecosystems: A Paradox Perspective

Timon Sengewald: A Typology of Functional Actors' Roles in Citizen-driven Innovation Projects

Saturday, 24. May

10:00, Session 4: Ecosystems

Track Chairs: Erik G. Hansen & Julia Schmitt

Pramoth Kumar Joseph: Private Provisioning and Ecosystem Orchestration of Digital Public Infrastructure: an ONDC Case Study

Nina Walker: European University Alliances and their Innovation & Entrepreneurship Ecosystems: One Vision - Ten Implementations: A Status Quo Analysis of EELISA

Nina Lugmair: Bridging Institutional Voids in Platform Ecosystems – the Case of ONDC in India

