Wirtschaftsinformatik 2011:
Towards Information Systems 2.011

Preface

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Welcome to the Wirtschaftinformatik 2011

Information technology is permeating all sectors of both economic and everyday life increasing the importance of the Information Systems field. The goal of the 10th International Conference Wirtschaftinformatik (Information Systems) is to improve our understanding of this development from a scientific perspective as well as to provide practitioners and academics a platform for the discussion of this topic.

In particular, the increasing pace of changes due to the Internet/Business 2.0 phenomenon require reflection on the durability of our findings. Therefore, we chose the conference motto "Information Systems 2.011" to illustrate our needs to think beyond the current phenomena.

Last August 398 authors of papers followed our call for papers and submitted original research papers for the following tracks:

- Track 1: IS in Services

- Track 2: IS in Industries and Business Applications

- Track 3: Information Management

- Track 4: Development / Architecture of IS

- Track 5: Adoption, Usage and Impact of IS

- Track 6: New Technologies and Applications

- Track 7: Theory and Methodology of Information Systems

Each paper was checked by the Track Chairs (TCs) for suitability for the track and then assigned to an Associate Chair (AE) and at least 3 Reviewers. After a first round of reviewing most authors were given a chance to write a rebuttal (or clarification). The AE then lead a discussion with the reviewers resulting—where needed—in additional reviews and ultimately to his or her recommendation to the track meetings. In the week of November 15, each track held a track meeting in Zürich or Berlin, where each paper with a chance to get accepted was discussed throughly and recommended for acceptance, conditional acceptance, or rejection to the final program committee meeting. Authors of conditionally accepted paper got the chance to revise their paper if the track meeting participants felt that such a revision could be successfully achieved in the allotted two weeks. The process resulted in 110 accepted papers and, hence, an overall acceptance rate of a bit below 28% – all of which are included in these proceedings.

In addition to the main paper track, the conference will feature 3 keynotes, 3 panels, a doctoral consortium, and a students track with papers that were submitted by students and reviewed separately.

As always, these proceedings and the associated conference would not have been possible without the diligent work of a large number of individuals. In addition to the 15 Track Chairs, 131 Associate Editors (plus an 21 additional in the Student Track), and 555 Reviewers, each track had a CMT-manager (all of them will be named individually in the next few pages). Furthermore, we were supported by the local organizers—Evelyne Berger and Annouk Bühler—as well as the delegate of the general chairs—Tom Philip. We owe them our deepest gratitude, as the program would not have been possible without them.

Last but not least, we are indebted to our conferences Gold Sponsors Avaloq, IBM, and SAP as well as our other sponsors HILTI and the SI (Swiss Informatics Society). Their generous support allowed us to offer the conference participants the typical conference amenities at a reasonable price.

In closing, we hope that you will enjoy reading the papers in this volume and wish you a thought-provoking conference.

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