

e**finance**lab

at the HOUSE OF FINANCE

Leistungsbilanz des E-Finance Lab für das Jahr 2012

Deutsche Bank 

 DEUTSCHE BÖRSE
GROUP

 DZ BANK Gruppe

 finanz informatik





 SEOT
TRADING NETWORKS

 Interactive Data

Overview over research results from all layers in 2012

	Scientific Journals	Practitioner Journals and Magazines	Conferences	Books/Chapters in Books	Working Papers	Total
Layer 1	12	6	23	1	/	42
Layer 2	5	5	16	7	7	40
Layer 3	20	1	13	1	5	40

	Presentations	Software	Surveys / Case Studies
Layer 1	34	/	4
Layer 2	19	/	2
Layer 3	43	/	/

Layer 1
“IT-Infrastructure: Service Systems in E-Finance”
Deliverables 01/2012 to 12/2012

1. Working Packages (WP)

1. Services Management	lead	team	deliverable	delivered work
1.1. Communication Technologies and Behavior	RB	SW	International Conference 07/12 International Journal 11/12	SW, RB, WK (2012) Instant Messaging - Blessing or Curse for Enterprises? In: Proceedings of the 16 th Pacific-Asia Conference on Information Systems (PACIS 2012), Ho Chi Minh City, Vietnam
1.2. Twitter Tweets as a Measure for Corporate Reputation	RB	CS	International Conference 07/12 International Journal 12/12	CS, RB, OD (2012) Sensing Social Media for Corporate Reputation Management: A Business Agility Perspective In: Proceedings of the 20 th European Conference on Information Systems (ECIS 2012), Barcelona, Spain
1.3. Social Media for Knowledge Exchange in Financial Service Institutions	RB	IP, CS	International Conference 01/12 International Conference 09/12 International Journal 11/12	IP (2012) Leveraging Social Capital in the Virtual Work Environment – Knowledge Exchange through Social Media Platforms In: Proceedings of the 20 th European Conference on Information Systems (ECIS 2012), Barcelona, Spain CS (2012) Searching for Answers - Knowledge Exchange through Social Media in Organizations In: Proceedings of the 45 th Hawaii International Conference on System Sciences (HICSS 2012), Maui, Hawaii, USA IP, RB, CS (2012) How to get better Access to Others' Knowledge in Social Media enabled Networks of Practice In: Journal of Organizational Computing and Electronic Commerce (conditionally accepted)
1.4. Business Value of Financial Service Mashup Platforms	RB	IP	International Conference 07/12	IP, RB (2012) End User Empowerment through Platforms for Situational Applications - A prerequisite for Business Agility In: Proceedings of SIG Service Science Workshop at ICIS 2012, Orlando, Florida, USA
1.5. Optimizing IT Innovation Assimilation Decision-Making Processes	WK	MW	International Conference 01/12	MW, RB, WK (2012) Environmental Dynamics as Driver of On-Demand Computing Infrastructures – Empirical Insights from the Financial Services Industry in UK In: Proceedings of the 20 th European Conference on Information Systems (ECIS 2012), Barcelona, Spain

			International Journal 12/12	MW, RB, IP (2012) Mindfully Resisting the Bandwagon – Reconceptualising IT Innovation Assimilation in Highly Turbulent Environments In: Journal of Information Technology (JIT), 27(3), pp. 213-235
1.6. Requirements Engineering	WK	FZ	International Journal 06/12	FZ, RB (2012) A Mapping Model for Assessing Project Effort from Requirements In: Information Systems and e-Business Management (July 2012)
Additional results				

2. Services Sourcing	lead	team	deliverable	delivered work
2.1. IT Near- and Offshoring	RB	KS, RG	International Journal 06/12	RB, KS (2012) The Interplay of Project Control and Inter- organizational Learning: Mitigating Effects on Cultural Differences in Global, Multisource ISD Outsourcing Projects In: Business & Information Systems Engineering, 4(4), pp. 183-192 RB, RG (2012) Control Balancing in Information Systems Development Offshoring Projects In: Management Information Systems Quarterly (forthcoming)
Additional results				

3. Services Creation	lead	team	deliverable	delivered work
3.1. Cloud-Based Business Flexibility in the Banking Sector	RB	SF	International Conference 08/12 International Conference 10/12	RB, MT (2012) Increasing Dynamic Capabilities through Virtualized Grid-in-Cloud Solutions In: Proceedings of the 33 rd International Conference on Information Systems (ICIS 2012), Orlando, USA SF, RB, SW (2013) Does Cloud Computing Matter? An Analysis of the Cloud Model Software-as-a-Service and its Impact on Operational Agility In: Proceedings of the 46 th Hawaii International Conference on System Sciences (HICSS 2013), Maui, Hawaii, USA
Additional results				

4. Enabling Technologies	lead	team	deliverable	delivered work
4.1. QoS-aware Composition and Execution of Service-oriented Workflows	RS	DS, UL	International Conference 06/12 International Conference 06/12	DS, UL, StS, JE, RS (2012) Cost-driven Optimization of Complex Service-based Workflows for Stochastic QoS Parameters In: Proceedings of the 9 th International Conference on Web Services (ICWS 2012), Honolulu, Hawaii, USA AP, UL, DS, RS (2012) Invoking Web Services based on Energy Consumption Models In: Proceedings of the 1 st International Conference on Mobile Services (MS 2012), Honolulu, Hawaii, USA
4.2. Security and Compliance in Financial Clouds	RS	OW, UL	International Conference 06/12	OW, MS, UL, DS, RS (2012) Much Ado about Security Appeal: Cloud Provider Collaborations and their Risks In: Proceedings of the European Conference on Service-Oriented and Cloud Computing (ESOCC 2012), Bertinoro, Italy
Additional results	UL, StS (2012) Self-Adaptive Semantic Matchmaking using COV4SWS.KOM and LOG4SWS.KOM In: M. Brian Blake, Liliana Cabral, Birgitta König-Ries, Ulrich Küster, David Martin (eds.), Semantic Services: Advancement through Evaluation, Springer, Berlin/Heidelberg StS, UL, MK, RS (2012) COV4SWS.KOM: Information Quality-aware Matchmaking for Semantic Services. In: Proceedings of the 9 th Extended Semantic Web Conference 2012 (ESWC 2012), Heraklion, Greece			

5. Distributed IT Systems	lead	team	deliverable	delivered work
5.1. Cloud Computing in the Financial Industry – Current Assessment and Adaptation	RS	UL, DS	International Conference 06/12	UL, OW, AIMü, RSch (2012) Cloud Computing in the Financial Industry – A Road Paved with Security Pitfalls? In: Proceedings of the 18 th Americas Conference on Information Systems (AMCIS 2012), Seattle, Washington, USA
5.2. Service Composition and Brokerage in Cloud Computing Markets	RS	UL, MS	International Conference 06/12 International Conference 11/12	UL, MS, AP, DS, RS (2012) Maximizing Cloud Provider Profit from Equilibrium Price Auctions In: Proceedings of the 5 th International Conference on Cloud Computing (CLOUD 2012), Honolulu, Hawaii, USA UL, MS, RH, DS, RS (2012) Let the Clouds Compute: Cost-Efficient Workload Distribution in Infrastructure Clouds In: Proceedings of the 9th International Conference on Economics of Grids, Clouds, Systems, and Services (GECON 2012), Berlin, Germany
Additional results	UL, AM, NR, DS, RS (2012) The Virtual Margin of Error - On the Limits of Virtual Machines in Scientific Research In: Proceedings of the 2 nd International Conference on Cloud Computing and Services Science (CLOSER 2012), Porto, Portugal			

E-Finance Lab	Inst. of Information Systems	KOM – Multimedia Communications Lab	TUD – Technische Universität Darmstadt	Corporate PhD Program
DS: Dieter Schuller IP: Immanuel Pahlke JE: Julian Eckert (ehem.) UL: Ulrich Lampe RB: Roman Beck SW: Sven Weber StS: Stefan Schulte (ehem.)	WK: Wolfgang König MW: Martin Wolf (ehem.) OD: Olga Denisova (ehem.) RG: Robert Gregory (ehem.) MT: Markus Tönker	AIMü: Alexander Müller AP: Apostolos Papageorgiou MK: Matthias Klusch MS: Melanie Siebenhaar RH: Ronny Hans RS: Ralf Steinmetz RSch: Ralf Schaarschmidt		AM: André Miede (ehem.) CS: Christoph Seebach (IBM) KS: Katharina Schott (ehem.) FZ: Frank Zickert (Deutsche Bank) (ehem.) OW: Olga Wenge (Deutsche Bank) SF: Sabine Fremdt (IBM)

2. Additional Publications

Beck, R. (2012)

Interview with Peter Tauber about “Internet Anonymity: Human Right or Protection for Criminals?”

In: Business & Information Systems Engineering, 4(2), pp. 89-91

Beck, R.; König, W.; Pahlke, I.; Wolf, M. (2012)

Mindfully Resisting the Bandwagon: IT Innovation Assimilation in the Financial Crisis

In: House of Finance Newsletter; Frankfurt am Main

Beck, R.; Weber, S.; Gregory, R. (2012)

Theory-Generating Design Science Research

Forthcoming in: Information Systems Frontiers, DOI 10.1007/s10796-012-9342-4.

Buhl, H.; Fridgen, G.; König, W.; Röglinger, M.; Wagner, C. (2012)

Where’s the Competitive Advantage in Strategic Information Systems Research? Making the Case for Boundary-Spanning Research based on the German Business and Information Systems Engineering Tradition

In: The Journal of Strategic Information Systems, 21(2), pp. 172-178

Marschollek, O.; Beck, R. (2012)

Alignment of Divergent Organizational Cultures in IT Public–Private Partnerships

In: Business & Information Systems Engineering, 4(3), pp. 153-162

Lampe, U.; Miede, A.; Steinmetz, R. (2012)

The Side Effects of Secure Web and Cloud Service Usage

In: EFL Quarterly 2/2012; Frankfurt am Main

Lampe, U.; Siebenhaar, M.; Schuller, D.; Steinmetz, R.; Schaarschmidt, R. (2012)

Adaptation and Perception of Cloud Computing in German Banks

In: EFL Quarterly 1/2012; Frankfurt am Main

Niemann, M.; Siebenhaar, M.; Schulte, S.; Steinmetz, R. (2012)

Comparison and Retrieval of Process Models using Related Cluster Pairs

In: Computers in Industry - Special Issue: Managing Large Collections of Business Process Models, Vol. 63 (2); Amsterdam, Netherlands

Pahlke, I.; Seebach, C.; Beck, R. (2012)

Knowledge Transfer through Social Media Enabled Electronic Networks of Practice
In: EFL Quarterly 4/2012; Frankfurt am Main

Pahlke, I.; Seebach, C.; Beck, R.; Benthaus, J. (2012)

Contribution of Awareness Information in Virtual Communities: The Case of a Financial Institution

In: EFL Quarterly 3/2012; Frankfurt am Main

Rai, A.; Keil, M.; Hornyak, R.; Wüllenweber, K. (2012)

Hybrid Relational-Contractual Governance for Business Process Outsourcing

In: Journal of Management Information Systems, 29(2), pp. 215-259

Siebenhaar, M.; Wilhelm, G.; Zöller, S.; Niemann, M.; Schuller, D. (2012)

Governance in emergenten Softwaresystemen – Kennzahlen und Change Management-Prozess

In: Tagungsband der Multikonferenz Wirtschaftsinformatik (MKWI 2012); Braunschweig

Tsai, H.-Y.; Siebenhaar, M.; Miede, A.; Huang, Y.-L.; Steinmetz, R. (2012)

Threat as a Service? The Impact of Virtualization on Cloud Security

In: IEEE IT Professional, 14(1); Washington, D.C., USA

Weber, S. (2012)

Comparing Key Characteristics of Design Science Research as an Approach and Paradigm

Forthcoming in: Proceedings of the 16th Pacific-Asia Conference on Information Systems (PACIS 2012); Ho Chi Minh City, Vietnam

Weber, S.; Beck, R.; Gregory, R. (2012)

Combining Design Science and Design Research Perspectives - Findings of Three Prototyping Projects

In: Proceedings of the 45th Hawaii International Conference on System Sciences (HICSS) (Best Paper Nomination); Grand Wailea, Maui, Hawaii, USA

Wolf, M.; Pahlke, I.; Beck, R.; König, W. (2012)

Mindfully Resisting the Bandwagon – IT Innovation Assimilation in the Financial Crisis

In: EFL Quarterly 2/2012; Frankfurt am Main

Zöller, S.; Reinhardt, A.; Lampe, U.; Miede, A.; Steinmetz, R. (2012)

Kontextbasierte Eventerkennung in der Logistik mit drahtloser Sensornetztechnologie

In: Tagungsband der Multikonferenz der Wirtschaftsinformatik (MKWI 2012); Braunschweig

Siebenhaar, M.; Wenge, O.; Hans R.; Tercan H.; Steinmetz R. (2012)

Verifying the Availability of Cloud Applications

In: Proceedings of the 3rd International Conference on Cloud Computing and Services Science (CLOSER 2013) (forthcoming), May 2013

Fiebig S.; Siebenhaar M.; Gottron C.; Steinmetz R. (2012)

Detecting VM Live Migration Using a Hybrid External Approach

In: Proceedings of the 3rd International Conference on Cloud Computing and Services Science (CLOSER 2013) (forthcoming), May 2013

Lampe U.; Wu Q.; Hans R.; Miede A.; Steinmetz R. (2012)

To Frag Or To Be Fragged - An Empirical Assessment of Latency in Cloud Gaming

In: Proceedings of the 3rd International Conference on Cloud Computing and Services Science (CLOSER 2013) (forthcoming), May 2013

3. Presentations

Beck, R. (10.12.2012)

Mindfully Resisting the Bandwagon: Reconceptualising IT Innovation Assimilation in Highly Turbulent Environments
In: IT University of Copenhagen; Copenhagen, Denmark

Pahlke, I. (04.12.2012)

Knowledge Transfer in Social Media Enabled Electronic Networks of Practice
In: Broewen Bag Seminar - Chair for Information Systems Engineering; Frankfurt am Main

Seebach, C.; Pahlke, I. (01.12.2012)

Knowledge Transfer in Social Media Enabled Electronic Networks of Practice
In: McKinsey Business Technology Award (Top 4 Final); Kitzbühel, Austria

Pahlke, I.; Seebach, C. (30.11.2012)

Knowledge Transfer in Social Media Enabled Electronic Networks of Practice
In: McKinsey Business Technology Award Conference; Kitzbühel, Austria

Lampe, U. (25.11.2012)

Let the Clouds Compute: Cost-Efficient Workload Distribution in Infrastructure Clouds
In: Proceedings of the 9th International Conference on Economics of Grids, Clouds, Systems, and Services (GECON 2012); Berlin, Germany

Pahlke, I. (08.10.2012)

Knowledge Transfer through Social Media Enabled Electronic Networks of Practice: A Multi-Level Perspective
In: House of Finance - E-Finance Lab Jour Fixe; Frankfurt am Main

Beck, R. (14.09.2012)

Panel - The Trajectory of IS Research: Current and Future Trends
In: Information Systems Frontier Workshop 2012; ANU, Canberra, ACT, Australia

Lampe, U. (13.08.2012)

Maximization of Cloud Provider Profits in Equilibrium Price Auctions
In: Postgraduate Seminar - Current Research Topics in Multimedia Communications

Siebenhaar, M. (16.07.2012)

Performance Control in Cloud Computing Environments
In: Postgraduate Seminar - Current Research Topics in Multimedia Communications

Weber, S. (14.07.2012)

Instant Messaging - Blessing or Curse for Enterprises?
In: 16th Pacific-Asia Conference on Information Systems (PACIS 2012); Ho Chi Minh City, Vietnam

Weber, S. (13.07.2012)

Comparing Key Characteristics of Design Science Research as an Approach and Paradigm
In: 16th Pacific-Asia Conference on Information Systems (PACIS 2012); Ho Chi Minh City, Vietnam

Lampe, U. (26.06.2012)

Cost-driven Optimization of Complex Service-based Workflows for Stochastic QoS Parameters
In: ICWS 2012

Lampe, U. (26.06.2012)

Maximizing Cloud Provider Profit from Equilibrium Price Auctions
In: CLOUD 2012

Pahlke, I. (11.06.2012)

Leveraging Social Capital in the Virtual Work Environment: Knowledge Exchange Through Social Media Platforms
In: 20th European Conference on Information Systems (ECIS); Barcelona, Spain

Seebach, C. (11.06.2012)

Sensing Social Media for Corporate Reputation Management: A Business Agility Perspective
In: 20th European Conference on Information Systems (ECIS); Barcelona, Spain

Beck, R. (11.06.2012)

Environmental Dynamics as Driver of On-Demand Computing Infrastructure - Empirical insights from the Financial Services Industry
In: 20th European Conference on Information Systems (ECIS); Barcelona, Spain

Lampe, U. (31.05.2012)

COV4SWS.KOM: Information Quality-aware Matchmaking for Semantic Services
In: ESWC 2012

Weber, S. (15.05.2012)

Combining Design Science and Design Research Perspectives - Findings of Three Prototyping Projects
In: IWI-Forschungskolloquium; Frankfurt am Main, Germany

Steinmetz, R. (10.05.2012)

Zukunftsbilder der digitalen Welt
In: Münchener VDE Kolloquium; Munich, Germany

Lampe, U. (21.04.2012)

The Virtual Margin of Error - On the Limits of Virtual Machines in Scientific Research
In: 2nd International Conference on Cloud Computing and Services Science (CLOSER 2012); Porto, Portugal

Seebach, C. (16.04.2012)

Social Media and Knowledge Management
In: E-Finance Lab Management Board Meeting; Frankfurt am Main, Germany

Lampe, U. (31.03.2012)

COV4SWS.KOM: Information Quality-aware Matchmaking for Semantic Services
In: 9th Extended Semantic Web Conference 2012 (ESWC 2012); Heraklion, Greece

Beck, R. (16.03.2012)

Untangling the Motivating Factors Behind Knowledge Creation and Knowledge Integration in Enterprise Wikis
In: Research Seminar, University of Queensland; Brisbane, Queensland, Australia

Beck, R. (15.03.2012)

Service Science
In: PhD Seminar, University of Queensland; Brisbane, Queensland, Australia

Schuller, D. (07.03.2012)

Governance und Compliance für emergente Software
In: CeBIT 2012; Hannover, Germany

Siebenhaar, M. (03.03.2012)

Governance in emergenten Softwaresystemen – Kennzahlen und Change Management-Prozess

In: Multikonferenz der Wirtschaftsinformatik 2012 (MKWI 2012); Braunschweig, Germany

Weber, S. (01.03.2012)

Verwaltung 2.0 - Akzeptanz von virtualisierten Arbeitsplätzen in der öffentlichen Verwaltung

In: ISPRAT Meeting; Bonn, Germany

Schuller, D. (27.02.2012)

Service Selection based on Stochastic QoS

In: Postgraduate Seminar - Current Research Topics in Multimedia Communications; Darmstadt, Germany

Beck, R. (16.02.2012)

Untangling the Motivating Factors Behind Knowledge Creation and Knowledge Integration in Enterprise Wikis

In: ANU Brown Bag Research Seminar; Canberra, ACT, Australia

Pahlke, I. (09.01.2012)

Leveraging Social Capital in the Virtual Work Environment - Knowledge Exchange Through Social Media Platforms

In: House of Finance - E-Finance Lab Jour Fixe; Frankfurt am Main, Germany

Weber, S. (06.01.2012)

Vehicle Routing with Driver Learning for Real World CEP Problems

In: Hawaii International Conference on System Sciences (HICSS-45); Grand Wailea, Maui, Hawaii, USA

Seebach, C. (05.01.2012)

Searching for Answers - Knowledge Exchange through Social Media in Organizations

In: 45th Hawaii International Conference on System Sciences (HICSS 2012); Maui, Hawaii, USA

Weber, S. (05.01.2012)

Combining Design Science and Design Research Perspectives - Findings of Three Prototyping Projects

In: 45th Hawaii International Conference on System Sciences (HICSS-45) (Best Paper Nomination); Grand Wailea, Maui, Hawaii, USA

Steinmetz, R. (04.01.2012)

Challenges in Serious Gaming as Emerging Multimedia Technology for Education, Training, Sports and Health

In: 18th International Conference on Multi Media Modeling MMM 2012; Klagenfurt, Austria

4. Workshops

Beck, R. – Doctoral Colloquium: “Philosophy of Science and Research Methods in Information Systems”: External speakers give a lecture on current research methods in IS and the philosophical assumptions which underlie them.

- May 31th and June 1st: Prof. Kalle Lyytinen, Case Western Reserve University, Cleveland, Ohio, USA
- June 18th: Prof. Balaji Rajagopalan, Oakland University, Rochester, USA
- July 5th: Prof. Dov Te’eni, Tel Aviv University, Tel Aviv, Israel
- July 9th and June 10th: Prof. Prof. Mark Keil, Georgia State University, Atlanta, USA

- July 11th, July 12th, and July 13th: Prof. John Leslie King, University of Michigan, Michigan, USA
- July 20th: Prof. Dorothy Leidner, Baylor University, Texas, USA

5. Organized Events

February 7th, 2012: E-Finance Lab Spring Conference 2012

The annual Spring Conference with the topic “Cloud Computing in the Financial Industry - A Security and Compliance Nightmare?” was successfully organized by Layer 1. At Darmstadtium conference center, experts from the industry and academia engaged in vivid discussions about the perspectives of this novel IT paradigm within the financial industry. The primary focus of both the talks and the panel discussion lay on security and compliance issues which have recently been identified as key inhibitors for the adaptation of cloud computing.

6. Surveys and Case Studies

Cloud Computing in the Financial Industry – Current Assessment and Adaptation

For the financial industry, IT is not only the major enabler of most business processes but also a substantial expense post. Cloud computing promises to deliver many IT services in a utility-like manner, i.e., more flexible and cost-efficient. Thus, this novel paradigm appears as a natural match for application in the financial industry.

In this project, we will examine the current assessment and adaptation of Cloud computing in the financial industry by means of a multi-participant case study. The aim of our study is to determine the perceived benefits and disadvantages of Cloud computing, but also identify the main drivers and inhibitors for the adaptation of Cloud computing. Based on the findings from our case study in the previous year and the fact that the financial sector is a heavily regulated industry, a focus of our study will lie on the aspects of security and compliance.

Frankfurt Cloud – Twitter Tweets as a Measure for Corporate Reputation

In the strategy literature, corporate reputation (CR) is considered an intangible asset that can contribute to a competitive advantage in the marketplace. Therefore firms should actively manage their CR to be able to react swiftly in a changing business environment. In this regard the emergence of the so called Web 2.0 and consumer generated media such as wikis, blogs and microblogs accelerate the process for a brand or company to become tarnished or negative associated with some issue. New media such as Twitter allow consumers to spread their opinion freely, unfiltered, and at the speed of thought. On the other hand stakeholders of a firm, like e.g. customers and investors, increasingly rely on information from these sources prior to making their purchase or investment decision.

According to Nielsen the microblogging platform Twitter is one of the fastest growing online communities. With more than 200 million users worldwide producing more than 400 million tweets per day Twitter has been referred to as the “SMS of the Internet” and as the “voice of the people”. Fortunately, Twitter provides access to this endless stream of data via its open API. Therefore we decided to collect Twitter data on selected companies and indices to analyze to what extent these might be used for CR monitoring. More specifically, we archive Twitter Tweets for more than 400 international companies. Due to the huge volume of data being produced by Twitter only a few studies have been conducted using Twitter data on a large scale. Fortunately, the Frankfurt Cloud provides the necessary resources to conduct such a research project.

Since the beginning of February 2011, all Tweets for each of the aforementioned companies have been collected in a MySQL database which is located in the Frankfurt Cloud. In the first four weeks, we collected more than 10 million Tweets for the selected companies and gathered 275 million Tweets accounting for a database volume of 180 GB by the end of 2012. We plan to continue the archiving process until the end of the year 2013. Moreover, we started to analyze the value of Twitter Tweets for real-time corporate reputation monitoring.

Consumerization Behavior of Students

The study "Consumerization Behavior of Students" investigates the phenomenon of students replacing technologies provided by the Goethe University of Frankfurt in course of their studies with their own mobile devices (e.g., Smartphones, etc.) or software they are familiar with (e.g., Facebook, etc.). For example:

- They use Social Media such as Facebook, Twitter, etc. to communicate with their fellow students about open questions, contents of lectures, and tutorials, etc. instead of using the '@wiwi.uni-frankfurt.de' e-Mail-account.
- For file sharing (e.g., lecture notes, articles, etc.) and collaboration with fellow students on seminar papers, they use data storage services such as Dropbox, iCloud etc. and collaboration tools such as GoogleDocs instead of printing them or sharing them via OLAT or on an USB stick.
- Students search for literature in relevant databases via your own Smartphone, Notebook, or Tablet PC instead of using the desktop PCs provided at the Goethe University Library.

The survey was conducted in November 2012 among students of the business administration department of Goethe University Frankfurt. Moreover, the results of the survey provide pre-study insights for the "Workplace as a Service" survey.

Workplace as a Service – Cloud Computing and its impact on work mobility, flexibility and collaboration

With the rise of Cloud Computing, many predicted a paradigmatic change of IT and business. However, extant research is primarily focusing on technical aspects, such as security and scalability; hence the assumed paradigm shift has not been explored in more detail yet for business and its processes. To close this research gap and to build on our research of the influence of flexible, SaaS-based business processes on operational agility, we plan a survey on "Desktop Virtualization" in the financial and public sector. The survey aims at identifying and analyzing ramifications of user satisfaction and usage of the virtualized desktop on tasks (e.g., task effectiveness, task innovativeness) and business processes (e.g., process flexibility). Therefore, the survey investigates users' attitudes towards system, information, and service quality of virtualized desktops. Another goal of this survey is to analyze working behavior with regard to workplace mobility, virtuality, and collaboration.

Moreover, the survey explores which attitudes motivate employees to use their privately owned mobile devices (Bring Your Own Device, BYOD) to solve business tasks. Another aspect of interest is the analysis of substitution behavior, where employees prefer to use software they know already from private use (e.g., Facebook, Xing, etc.) for business purposes, even if not enabled by the employers of the survey participants.

Finally, the survey is conducted in context of the concept of mindfulness. Therefore, the investigation of mindfulness is twofold, considering the individual and organizational dimensions. This will provide further insights into characteristics of users of the virtualized desktops and their work environments.

For this purpose we will conduct a quantitative case study within a German financial institution and a German ministry in spring 2013.

7. Cooperative Projects with EFL partners and other companies

Ongoing Research Projects:

1. Research Project with IBM: “Cloud Computing in the Financial Industry – Current Assessment and Adaptation”
2. Research Project with T-Systems: “Service Composition and Brokerage in Cloud Computing Markets”
3. Research Project with Deutsche Bank: “Social Media for Knowledge Exchange in Organizations”
4. Research Project with Deutsche Bank: “Assessing Goal Satisfaction and Development Effort within Software Development Projects”
5. Research Project using the Frankfurt Cloud : “Twitter Tweets as a Measure for Corporate Reputation”
6. Research Project with Deutsche Bank / Hessian Ministry: „Workplace as a Service“

8. Other activities

Since the starting point in 2010, the initiative “Frankfurt Cloud” (<http://www.frankfurt-cloud.com>) is coordinated by Layer 1 under the lead of Prof. Dr. Clemens Jochum. The Frankfurt Cloud provides an infrastructure tool to support research in the appropriate application of clouds with regard to different user profiles, e.g. data intensive applications, compute intensive applications, communication intensive applications, intrinsically parallel application structures, and intrinsically sequential application structures. Today, more than 25 research groups actively participate in this community and utilize the offered services.

Layer 2
“E-Financial Markets and Market Infrastructures“
Deliverables 01/2012 to 12/2012

1. Working Packages (WP)

1. Regulation of Securities Markets	lead	team	deliverable	delivered work
1.1. Short-term Volatility in European Stock Trading	PG	MW, TU	International Conference 10/12	TU, MW (2012) Co-Location Behaviour and Short Term Volatility Evidence from the Fully Electronical Trading Platform XETRA In: Working Paper
1.2. Can Competition in the European Market for Markets even be Harmful?	PG	ML	International Journal 06/12	PG, U. Schweickert, E. Theissen (2012) Liquidity Dynamics in an Electronic Open Limit Order Book: An Event Study Approach In: European Financial Management (forthcoming)
1.3. Circuit Breakers	PG	MH, KZ, ML	International Conference 03/12	MH, ML, KaZ (2012) The Effect of Single-Stock Circuit Breakers on the Quality of Fragmented Markets In: FinanceCom 2012; Barcelona, Spain PG, MH, ML, KaZ (2012) Circuit Breakers in Fragmented Markets – An Assessment In: 9 th International Conference on Business and Finance; Hyderabad, India PG, MH, ML, KaZ (2012) Circuit Breakers - Evidence on Trading Migration in Fragmented Markets In: BIT - Banking and Information Technology PG, MH, ML, KaZ (2012) Single Stock Circuit Breakers - Issues in Fragmented Markets In: Frontiers of Finance 2012; Warwick, U.K.
Additional results	<p>MC (2012) The Impact of Regulation on European Equities Markets In: Verlag Dr. Kovac</p> <p>PG, GP, AW (2012) Best Execution Implementation and Broker Policies in Fragmented European Equity Markets In: International Review of Business Research Papers Vol. 8. No.2. pp. 144 - 162</p> <p>TS (2012) Organizing Equity Exchanges In: Information Systems e-business Management: Vol. 10, Issue 1 (2012), pp. 43-60</p> <p>PG (2012) The Impact of International Cross-Market Regulation - Life after MiFID In: NASDAQ OMX – SMARTS</p> <p>T. Gommel, PG (2012) Neuausrichtung des OTC-Derivate-Marktes als Chance begreifen In: ZfdgK, Vol. 17, pp. 867-870</p> <p>MH, KaZ (2012) Securities Transaction Tax and Market Quality – The Case of France In: Working Paper</p>			

	<p>PG, TU; KaZ (2012) Geld rast um die Welt - Der Wertpapierhandel im 21. Jahrhundert In: Forschung Frankfurt, 2/2012</p> <p>J. Mazur, ML (2012) Does stock exchange M&A pay off for shareholders? In: Working Paper</p> <p>OL (2012) OTC Clearing Arrangements – Simulation Approach In: Working Paper</p>
--	--

2. Transformation of Financial Intermediation	lead	team	deliverable	delivered work
2.1. Systematic Internalisers	PG	KZ, MH, MW	International Conference 06/12	PG, KaZ (2012) Off-exchange Market Making – Price Aggressiveness of Systematic Internalisers In: Working Paper
2.2. Liquidity Shocks and Peaks – Patterns, Drivers and Correlations	PG	TU, MSa	International Conference 06/12	Deferred into 2013 due to shift in team
2.3. Change Management in the Financial Services	PG, JM	RG	International Conference 06/12	RG, M. Keil, JM (2012) Ambidextrous IS Strategy: The Dynamic Balancing Act of Developing a 'Transform & Merge' Strategy in the Banking Industry In: International Conference on Information Systems (ICIS); Orlando, USA
Additional results				<p>PG, C. Lattermann, P. Loos, G. Johannes, H. Burghof, A. Breuer, M. Krogmann, J. Nagel, R. Riess, R. Riordan, R. Zajonz (2012) High Frequency Trading - Costs and Benefits in Securities Trading and its Necessity of Regulations In: Business & Information Systems Engineering: Vol. 4: Iss. 2, 93-108.</p> <p>TS (2012) Hochfrequenzhandel – eine Technologie, keine Strategie In: Finanzplatz, pp. 12 – 14</p> <p>TU, S. Schaefer, S. Pichler (2012) Leadership and Overconfidence In: Fourth Annual Meeting of the Academy of Behavioral Finance & Economics – 2012</p> <p>PG, MW (2012) Fachbeitrag: Elektronisches Handelssystem In: Gramlich, L.; Gluchowski, P.; Horsch, A.; Schäfer, K.; Waschbusch, G: Gabler Banklexikon; Bank - Börse – Finanzierung, (Hrsg.), 2012</p> <p>PG, MH (2012) Fachbeitrag: High Frequency Trading In: Gramlich, L.; Gluchowski, P.; Horsch, A.; Schäfer, K.; Waschbusch, G: Gabler Banklexikon; Bank - Börse – Finanzierung, (Hrsg.), 2012</p> <p>PG, KaZ (2012) Fachbeitrag: Internalisierung In: Gramlich, L.; Gluchowski, P.; Horsch, A.; Schäfer, K.; Waschbusch, G: Gabler Banklexikon; Bank - Börse – Finanzierung, (Hrsg.), 2012</p> <p>PG, MH (2012) Fachbeitrag: Multilaterales Handelssystem In: Gramlich, L.; Gluchowski, P.; Horsch, A.; Schäfer, K.; Waschbusch, G: Gabler Banklexikon; Bank - Börse – Finanzierung, (Hrsg.), 2012</p>

3. Innovative Banking and Brokerage Concepts	lead	team	deliverable	delivered work
3.1. Combining Structured and Unstructured Information to support Investment Decisions	PG	MS	International Journal 09/12	<p>MS (2012) Investigating the Market Impact of Media Sentiment and Investor Attention In: FinanceCom 2012 ; Barcelona, Spain</p> <p>MS (2012) "Boom" or "Ruin" – Does it Make a Difference? Using Text Mining and Sentiment Analysis to Support Intraday Investment Decisions In: Proceedings of the 45th Hawaii International Conference on System Sciences (HICSS-45); Maui, Hawaii, USA</p> <p>MS, JM (2012) The Role of Misbehavior in Efficient Financial Markets: Implications for Financial Decision Support In: FinanceCom 2012 ; Barcelona, Spain</p> <p>PG, JM, MS (2012) Combining Structured and Unstructured Data Sources for Support in Financial Decision Making In: House of Finance Newsletter 4/2012; Frankfurt, Germany</p>
3.2. Business Process Management in the Funds Management Industry	PG, JM	MW	International Conference 06/12	<p>JM, MW, C. Wondrak (2012) Measuring IT System Value with entity-specific Factors influencing Process Runtime Efficiency In: Proceedings of the 11th Internationale Tagung Wirtschaftsinformatik (forthcoming); Leipzig</p>
Additional results	<p>SG (2012) Automation in Securities Trading: Text Mining and Algorithmic Trading In: Dissertation thesis</p> <p>MH (2012) Humans vs. Algorithms – Who Follows Newcomb-Benford's Law Better with Their Order Volume? In: FinanceCom 2012; Barcelona, Spain</p> <p>MW, C. Wondrak (2012) Measuring the Influence of Project Characteristics on Optimal Software Project Granularity In: Proceedings of the 20th European Conference on Information Systems (ECIS)</p> <p>MW, C. Wondrak (2012) Felsen, Steine oder Sand – Messung des optimalen Granularitätsgrades von Software-Services In: Multikonferenz Wirtschaftsinformatik (MKWI); Braunschweig</p> <p>MW, C. Wondrak (2012) Stabiles Wachstum und demographische Risiken der neuen Bundesländer - Eine empirische Untersuchung am Beispiel der Region Mecklenburg-Strelitz In: Working Paper</p> <p>MS, IP (2012) Empowering Employees with Computer Based Learning: An Empirical Investigation In: Proceedings of the 20th European Conference on Information Systems (ECIS), Barcelona, Spain (poster session)</p> <p>MH, KaZ, MS (2012) The Impact of IT-Based Trading on Securities Markets In: Proceedings of the 11th Internationale Tagung Wirtschaftsinformatik (forthcoming); Leipzig</p>			

	<p>PG, KaZ (2012) Algorithmic Trading In: Working Paper</p> <p>MS, JM (2012) What drives the Helpfulness of Online Product Reviews? From Stars to Facts and Emotions. In: Proceedings of the 11th Internationale Tagung Wirtschaftsinformatik (forthcoming); Leipzig</p> <p>MS, IP (2012) Employee Empowerment with Computer Based Learning: An Empirical Investigation In: Proceedings of the 11th Internationale Tagung Wirtschaftsinformatik (forthcoming); Leipzig</p> <p>PG, KaZ (2012) Wertpapierhandel im Kontext des technologischen Wandels - der algorithmische Handel In: Finanzdienstleister der nächsten Generation: Die neue digitale Macht der Kunden, pp. 363-382</p>
--	---

PG: Peter Gomber	JM: Jan Muntermann	TU: Tim Uhle	MSa: Mykhailo Saienko	MS: Michael Siering
ML: Marco Lutat	BE: Bartholomäus Ende	SG: Sven Groth	MW: Moritz Weber	MH: Martin Haferkorn
MC: Michael Chlistalla	TS: Torsten Schaper	KaZ: Kai Zimmermann	GP: Gregor Pujol (IBM)	US: Uwe Schweickert (Deutsche Börse)
BM: Bernd Mack (Deutsche Börse)	GP: Gregor Pujol (IBM)	US: Uwe Schweickert (Deutsche Börse)	OL: Olga Lewandowska (Deutsche Börse)	

2. Presentations

Zimmermann, K. (05.12.2012)

Trading Beyond Human Capabilities - Live Algorithms
In: 7. e-Learning Netzwerktag; Frankfurt, Germany

Weber, M. C. (03.12.2012)

Technological and Organizational Information System Development (ISD) Dynamic influencing risk-optimal Granularity
In: EFL Jour Fixes

Gomber, P. (09.10.2012)

EMIR – die neue OTC-Derivate-Regulierung
In: Euroforum Konferenz; Frankfurt

Gomber, P. (25.09.2012)

Der aktuelle „Status Quo“ der aktuellen Regulierungsanforderungen
In: WM - Seminar Börsen-Zeitung; Frankfurt

Haferkorn, M. (14.09.2012)

Single Stock Circuit Breakers - Issues in Fragmented Markets
In: Frontiers of Finance 2012; Warwick, U.K.

Weber, M. C. (27.06.2012)

Middle Office Processes at Union Investment
In: Union Investment Workshop

Gomber, P. (20.06.2012)

High Frequency Trading – Einordnung und Regulierungsdiskussion
In: 2. DVFA Banken Forum, Frankfurt

Weber, M. C. (12.06.2012)

Measuring the Influence of Project Characteristics on Optimal Software Project Granularity
In: 20th European Conference on Information Systems (ECIS), Barcelona, Spain

Siering, M. (12.06.2012)

Empowering Employees with Computer Based Learning: An Empirical Investigation
In: 20th European Conference on Information Systems (ECIS), Barcelona, Spain

Haferkorn, M. (10.06.2012)

Humans vs. Algorithms - Who follows Newcomb-Benford's Law better with Their Order Volume?
In: FinanceCom; Barcelona, Spain

Zimmermann, K. (10.06.2012)

The Effect of Single-Stock Circuit Breakers on the Quality of Fragmented Markets
In: FinanceCom; Barcelona, Spain

Siering, M. (10.06.2012)

The Role of Misbehavior in Efficient Financial Markets: Implications for Financial Decision Support
In: FinanceCom; Barcelona, Spain

Siering, M. (10.06.2012)

Investigating the Market Impact of Media Sentiment and Investor Attention
In: FinanceCom; Barcelona, Spain

Siering, M. (07.05.2012)

Supporting Intraday Investment Decisions Using Text Mining and Sentiment Analysis
In: House of Finance - E-Finance Lab Jour Fixe; Frankfurt am Main

Gomber, P. (21.03.2012)

Historical development of current market models
In: Stocks & Standards Workshop; Eschborn

Gomber, P. (23.01.2012)

Finanzmarktrichtlinie – MiFID II verlangt weitreichende Umstellungen
In: BearingPoint GmbH Roundtable MiFID II; Villa Kennedy, Frankfurt am Main

Gomber, P. (19.01.2012)

Hochfrequenzhandel
In: Deutscher Bundestag; Berlin

Gomber, P. (10.01.2012)

MiFID 2 - Die neue Finanzmarktrichtlinie in der Praxis
In: WM - Seminar Börsen-Zeitung; Frankfurt

Siering, M. (05.01.2012)

“Boom” or “Ruin” – Does it Make a Difference? Using Text Mining and Sentiment Analysis to Support Intraday Investment Decisions
In: 45th Hawaii International Conference on System Sciences (HICSS-45); Maui, Hawaii, USA

3. Organized Events / Workshops

June 11: FinanceCom 2012 "Enterprise Applications, Markets and Services in the Finance Industry" in co-operation with Prof Fethi Rabi and ESADE in Barcelona, Spain.

June 07-08: 6th annual European Equity Markets Microstructure Workshop: Trading and Microstructure Education in Business Schools in co-operation with Prof Bob Schwartz, Prof Bruce Weber and Cardiff Business School. Venue: Cardiff Business School.

4. Interviews / Presse

Gomber, P. (22.10.2012)

DARK TRADES: Licht und Schatten.

In: Südseiten, Magazin der Börse München. Ausgabe 3/12, S. 27 – 29

Gomber, P. (22.10.2012)

25 Jahre "Schwarzer Montag": Wie es zu Börsencrashes kommt.

In: WirtschaftsWoche vom 19.10.2012

Gomber, P. (22.10.2012)

"Alles ist weg": Der schwärzeste Tag der Wall Street.

In: Die Presse.com vom 19.10.2012

Gomber, P. (16.10.2012)

INTERVIEW/Finanzexperte: Börsencrashes sind auch in Zukunft nicht ausgeschlossen.

In: dpa-AFX Wirtschaftsnachrichten vom 15.10.2012, S. 0397

Gomber, P. (09.10.2012)

Vom Papier- zum Computerhandel.

In: Handelsblatt vom 09.10.2012, S. 6-7

Gomber, P. (28.09.2012)

Ein blindes schnelles Spiel

In: Süddeutsche Zeitung vom 27.09.2012, S. 25

Gomber, P. (27.09.2012)

Profit im Millisekudentakt

In: Tagesspiegel vom 27.09.2012

Gomber, P. (27.09.2012)

Turbo-Händlern geht es an den Kragen.

In: DIE WELT vom 27.09.2012

Gomber, P. (27.09.2012)

Turbo-Händlern geht es an den Kragen.

In: DIE WELT vom 27.09.2012

Gomber, P. (26.09.2012)

Super-Börsenzockern geht es an den Kragen.

In: DIE WELT vom 26.09.2012

Gomber, P. (26.09.2012)

Durchblick auf beschleunigten Märkten.
In: Frankfurter Rundschau vom 26.09.2012

Gomber, P. (26.09.2012)

Hochfrequenzhandel differenziert betrachten.
In: KURS vom 17.09.2012

Gomber, P. (24.09.2012)

Börsianer - EU-Bremse für superschnellen Handel nicht sinnvoll.
In: REUTERS DEUTSCHLAND vom 21.09.2012

Gomber, P. (20.09.2012)

Börsianern auf Speed droht kalter Entzug.
In: boerse.ARD.de vom 19.09.2012

Gomber, P. (14.08.2012)

Superschnelle Gewinne mit hohem Risiko.
In: Südwest Presse Ulm vom 09.08.2012, S. 9

Gomber, P. (08.08.2012)

Tempolimit für die Börse.
In: DER TAGESSPIEGEL vom 08.08.2012, S. 18

Gomber, P. (08.08.2012)

Mensch gegen Maschine.
In: Handelsblatt vom 08.08.2012, S. 32

Gomber, P. (06.08.2012)

Broker droht Insolvenz nach Börsenpanne.
In: FINANCIAL TIMES DEUTSCHLAND vom 03.08.2012, S. 17

Gomber, P. (06.08.2012)

Technikpanne verursacht Börsenchaos.
In: FINANCIAL TIMES DEUTSCHLAND vom 02.08.2012

Gomber, P. (26.07.2012)

Wenn eine halbe Sekunde zu einer Ewigkeit wird.
In: FINANZ und WIRTSCHAFT vom 25.07.2012, S. 19

Gomber, P. (09.07.2012)

Die unsichtbare Handelsmacht.
In: Rhein-Main-Zeitung vom 07.07.2012, S. 43

Gomber, P. (09.07.2012)

Stärkere Reglementierung des außerbörslichen Derivatehandels.
In: RiskNet vom 05.07.2012

Gomber, P. (06.07.2012)

Hochfrequenzhandel - Die unsichtbare Handelsmacht
In: Frankfurter Allgemeine Rhein-Main

Gomber, P. (05.07.2012)

EMIR nimmt Derivaten den Glanz
In: Redaktion RiskNET

Gomber, P. (02.07.2012)

Mindesthaltedauer für Hochfrequenzhandel vom Tisch.
In: Frankfurter Allgemeine Zeitung vom 29.06.2012, S- 13

Gomber, P. (22.06.2012)

EMIR nimmt Derivaten den Glanz – Banken fürchten höhere Kosten und sinkende Erträge.
In: pwc Deutschland vom 21.06.2012

Gomber, P. (22.06.2012)

Emir verschiebt sich offenbar.
In: FINANCE MAGAZIN vom 21.06.2012

Gomber, P. (22.06.2012)

DERIVATE-Umfrage – Strengere Regulierung wird OTC-Handel dämpfen.
In: Reuters Deutscher Textdienst vom 21.06.2012

Gomber, P. (22.06.2012)

Regulierung dürfte OTC-Markt schrumpfen lassen.
In: Börsen-Zeitung vom 22.06.2012

Gomber, P. (22.06.2012)

Regulierung dämpft OTC-Derivategeschäfte
In: Financial Times Deutschland vom 22.06.2012

Gomber, P. (21.06.2012)

Derivate-Umfrage - Strengere Regulierung wird OTC-Handel dämpfen
In: Reuters vom 21.06.2012

Gomber, P. (21.06.2012)

EMIR verschiebt sich offenbar
In: Finance Magazine vom 21.06.2012

Gomber, P. (24.05.2012)

Zur Person: Börsenfachmann
In: Börsen-Zeitung vom 12.05.2012, Seite. 4

Gomber, P. (15.05.2012)

Regulierungsrisiken für die Liquidität
In: Börsen-Zeitung vom 12.05.2012, Seite. 4

Gomber, P. (11.05.2012)

Organised Trading Facility soll Regulierungslücke schließen
In: Börsen-Zeitung vom 10.05.2012, Seite. 8

Lutat, M. (26.04.2012)

DAI-Hochschulpreis vergeben
In: Börsen-Zeitung vom 26.04.2012, Seite. 16

Gomber, P. (10.04.2012)

Blick durch die Frontscheibe
In: Börse Online vom 04.04.2012, Seite. 19

Gomber, P. (04.04.2012)

Viel Lehrgeld sparen
In: Börse Online vom 04.04.2012, Nr. 15

Gomber, P. (03.04.2012)

Bats muss leisetreten

In: Finanz und Wirtschaft vom 28.03.2012, Nr. 25

Gomber, P. (01.02.2012)

Wo Anleger am besten Aktien handeln

In: YAHOO! Deutschland Finanzen vom 01.02.2012

Gomber, P. (04.01.2012)

Roundtable zu MiFID II

In: Private Banking Magazin vom 04.01.2012

5. Further cooperation with EFL partners and other companies

Cooperation with DZ Bank

Layer 2, in cooperation with Tier-1 partner DZ Bank, hosted the project "Business Process Management in the Funds Management Industry". Fund management companies aggregate heterogeneous security structures to homogeneous fund products which traverse the fund investment firm value chain. Standardized products ease the establishment of standardized processes within the investment enterprise. For cost cutting reasons, these standardized processes can be optimized and technically supported. We focus on functional optimization as well as technical support and automation to measure the value of process optimization within the funds industry. First empirical results are available and prepared for publication.

Cooperation with Deutsche Boerse AG

Finished Master Thesis co-operations:

"Economic Analysis of Stock Exchange Consolidation" (Jedrzej Mazur)

"Smart Order Router im Kontext von MiFID II" (Hina Bhatti)

"The European Reference Price Waiver Market - Conditions and Determinants of Trading in the Dark" (Annette Czypull)

Layer 3
“Customer Management in E-Finance “
Deliverables 01/2012 to 12/2012

1. Working Packages (WP)

1. Social Networks and Online Marketing	lead	team	deliverable	delivered work
1.1. Targeting Influential Consumers to Increase Campaign Effectiveness	BS/ CSc hu	CSch u	International Journal 03/12	Under Review
1.2. Analyzing the Effect of Ad Quality on Price in Paid Search	BS	NAN	International Journal 09/12	NAN, BS (2012) Return on Quality Improvements in Search Engine Marketing In: Journal of Interactive Marketing, (forthcoming)
1.3. Profitability of "Deal-of-the-Day" Promotions	BS	BS	Presentation 07/12	J. Reiner, BS, M. Natter (2012) An Analysis of the Profitability of Deal-of-the-Day Promotion In: Proceedings of the 34th Informs Marketing Science 2012 Boston, MA, USA.
1.4. A Comparison of Online Search Data for Predicting Product Sales"	DMR	BS	International Journal, International Conference	DMR, BS (2012) A Comparison of Online Search Data for Predicting Product Sales In: Research Seminar, Goethe University; Frankfurt am Main
1.5. Competitive Analysis using Price Comparison Site Data	DMR	BS	International Journal, International Conference	DMR, BS (2012) Predicting Product Success using Price Comparison Site Data In: Research Seminar; Düsseldorf, Germany
Additional results	<p>NAN, BS, TS, S. Gerstmeier (2012): An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing In: International Journal of Research in Marketing, Vol. 29, 68-80</p> <p>BS, CS, LS (2012) Sharing Mechanisms in C2C Communication In: INFORMS Marketing Science Conference, Boston, USA</p> <p>BS, CS, LS (2012) Sharing Mechanisms in C2C Communication In: Research Seminar, Goethe University, Frankfurt, Germany</p> <p>BS, NAN (2012) PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising In: Marketing Science, Articles in Advance</p>			

2. IT and Innovation	lead	team	deliverable	delivered work
2.1. Determinants and Consequences of the IT Department's Influence within the Bank	BS/ OH	TK	International Journal 11/12	OH, TK, BS (2012) Measuring the Economic Success of Marketing Investments in Two-Sided Markets In: Proceedings of the 34 th ISMS Marketing Science Conference, Boston, United States TK, OH, BS (2012) Antecedents and Consequences of IT Department's Power In: Working Paper
1.2. Financial Innovations	BS	LS	International Journal 05/12	LS, BS, G. Tellis (2011) An Analysis of The Financial Performance of Innovative, Complex and Financially Risky Innovations In: Proceedings of the 33 rd INFORMS Marketing Science Conference, Houston, USA
2.3. Comparison of Intention to Adopt and Willingness-to-Pay	BS	CMM, ML	International Journal 03/12	ML, CMM, BS (2012) Using TAM and Innovation Diffusion Theory to Explain No-Choice Decisions for Innovations in Discrete Choice Experiments In: Working Paper
Additional results	<p>S. Berger, BS (2012): Elektronische Kreditmarktplätze: Funktionsweise, Gestaltung und Erkenntnisstand bei dieser Form des 'Peer-to-Peer Lending In: Kredit und Kapital, Vol. 45 (3), 289-311</p> <p>C. Slamka, W. Jank, BS (2012): In: Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms In: Journal of Forecasting, Vol. 31 (6), 469-489</p> <p>S. Gensler, P. Leeflang, BS (2012): Impact of Online Channel Use on Customer Revenues and Costs to Serve: Considering Product Portfolios and Self-Selection In: International Journal of Research in Marketing, Vol. 29 (2), 192-201</p> <p>S. Gensler, OH, BS, S. Theysohn (2012): Willingness-to-Pay Estimation with Choice-Based Conjoint Analysis: Addressing Extreme Response Behavior with Individually Adapted Designs In: European Journal of Operational Research, Vol. 219, 368-378</p> <p>M. Spann, G. Häubl, BS, M. Bernhardt (2012): Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing In: Journal of Retailing, Vol. 88 (1), 131-144</p>			

3. Linking Customer and Financial Metrics	lead	team	deliverable	delivered work
3.1. Importance of Customer Business and Non-Customer Business	BS	CSchu	International Journal/ Conference 10/12	<p>CS, BS, T. Wiesel (2012) Customer-Based Valuation: Linking Customer and Financial Metrics to Shareholder Value In: Journal of Marketing</p> <p>CS, BS, MB (2012) Non-Customer Business and Firm Success In: Conference on "Theory & Practice in Marketing 2012", Harvard Business School, Boston, USA</p>
3.2. Understanding Price-to-Earnings Ratios of High-Growth Firms with Customer Metrics	EB/BS	EB	International Journal	<p>EB, BS (2012) Understanding Price-to-Earnings Ratios of High-Growth Firms In: Finance Brownbag, Goethe University; Frankfurt am Main</p>
3.3. Impact of Disclosure of Customer Metrics on Analysts' Behaviour and Firm Performance	EB	BS/KT	International Journal	Work in progress
3.4. Comparison of Prices across Cloud Computing Providers	BS	CSchl	International Journal/ Conference 09/12	<p>SEK, CS, BS (2012) Price Comparison for Infrastructure-as-a-Service In: Proceedings of the 20th European Conference on Information Systems (ECIS), Barcelona, Spain</p> <p>ML (2012) A Decision Support Model For Cloud Bursting In: BISE Journal (forthcoming)</p> <p>ML (2012) Cloud Management and Pricing In: Dissertation, will be published as book</p>
3.5. Development of New Preference Technique: "SFFC-Separating Forced and Free Choice Questions"	BS	CSchl	International Journal 03/12	Under Review
Additional results:				<p>CSchl, Eckert, C., BS (2012) Using Discrete Choice Experiments to Estimate Willingness-to-Pay Intervals In: Marketing Letters, 23(3), 761-776.</p> <p>CSchl, BS (2012) Measurement of Consumer Preferences for Bucket Pricing Plans with Different Service Attributes In: International Journal of Research in Marketing, 29(2), 167-180.</p> <p>CMM, OH (2012): Explaining the adoption of grid computing: An integrated institutional theory and organizational capability approach In: Journal of Strategic Information Systems (forthcoming)</p>

4. Information & Media	lead	team	deliverable	delivered work
4.1. Media's Impact on Trading Behaviour	AH	NJ	International Journal or Conference	Work in progress
4.2. The Impact of Information on Trading Behaviour	AH	NJ	International Journal or Conference	AH, NJ (2012) The Impact of Google Search and Print Media on Private Investors' Trading Volume In: 41 st EMAC Annual Conference
4.3. The Influence of Advertising on Trading Behaviour	AH	NJ	International Journal or Conference	Work in progress

5. Trading Behaviour of Retail Investors	lead	team	deliverable	delivered work
5.1. Leaders and Followers among Retail Equity Investors	AH	SM, JS, TB	International Journal or Conference	JS, TB (2012) Leaders and Followers among Retail Equity Investors In: Working Paper
5.2. Information Diffusion in Financial Markets	AH	SM, JS	International Journal or Conference	JS (2012) Information Diffusion in Financial Markets – Evidence from Retail Investors In: Working Paper
5.3. The Impact of Weather on German Retail Investors	AH	SM, JS, JP	International Journal or Conference	Under Review
Additional results	<p>U. Bhattacharya, AH, S. Kaesler, BL, SM (2012) Is Unbiased Financial Advice to Retail Investors Sufficient? Answers from a Large Field Study In: Review of Financial Studies, Vol. 25 (4), 975-1032</p> <p>U. Bhattacharya, AH, S. Kaesler, BL, SM (2012) Passive Aggressive: Index-Linked Securities and Individual Investors In: DGF 2012 – 19th Annual Meeting of the German Finance Association (DGF); Hannover, Germany</p> <p>TE, D. Hennen, SM, TR (2012) Earnings Announcements, Miller's Stocks and Private Investors - Trading Patterns and Performance In: DGF 2012 – 19th Annual Meeting of the German Finance Association (DGF); Hannover, Germany</p> <p>AH, M. Köstner, SM (2012) Der Homo Oeconomicus – Wie rational gehen Menschen mit Geld um? In: Forschung Frankfurt 2/2012, 70-72</p> <p>M. Köstner, SM, AH (2012) Do individual investors learn from their mistakes? In: Working Paper</p> <p>SM, D. Schmolzi, C. Stammschulte, S. Kaesler, BL, AH (2012) Just Unlucky? – A Bootstrapping Simulation to Measure Skill in Individual Investors' Investment Performance In: Working Paper</p> <p>AH, M. Haliassos, T. Jappelli (2012) Financial Advisors: A Case of Babysitters? In: Journal of Banking and Finance, Vol. 36 (2), 509-524</p> <p>AH, M. Koetter, M. Holzhausen (2012) Do government owned banks trade market power for slack? In: Applied Economics, Vol. 44, 4275 - 4290</p>			

6. Consumer Credits	lead	team	deliverable	delivered work
6.1. The Development of German Installment Loans Among the Elderly	AH	PB	International Journal or Conference	Work in progress
6.2. Credit Culture: Regional Differences between East and West Germany	AH	PB	International Journal or Conference	Work in progress

EFL	Chair of Electronic Commerce	Chair of Finance
OH: Oliver Hinz CS: Christian Schulze LS: Lisa Schöler MB: Manuel Bermes TK: Tim Kraemer EB: Emanuel Bayer PB: Philipp Blommel	BS: Bernd Skiera NAN: Nadia Abou Nabout ML: Markus Lilienthal CMM: Christian Messerschmidt SEK: Siham El Kihal	AH: Andreas Hackethal SM: Steffen Meyer TB: Thorsten Brockmeier TE: Thomas Etheber NJ: Nicolas Jabs BL: Benjamin Loos JP: Jenny Pirschel TR: Tilman Rochow JS: Jochen Schmittmann

2. Presentations

Hackethal, A. (28.11.2012)

Transparenz in der Altersvorsorge
In: Wirtschaftsrat; Berlin

Bayer, E.; Skiera, B. (22.11.2012)

Understanding Price-to-Earnings Ratios of High-Growth Firms with Customer Metrics
In: Research Seminar, Goethe University; Frankfurt am Main

Ringel, D.; Skiera, B. (22.11.2012)

A Comparison of Online Search Data for Predicting Product Sales
In: Research Seminar, Goethe University; Frankfurt am Main

El Kihal, S.; Schlereth, C. (22.11.2012)

Profit Maximizing Contract Lengths for Cloud Computing Services
In: Research Seminar, Goethe University; Frankfurt am Main

Meyer, St. (15.11.2012)

Anlegerverhalten und Anlageberatung
In: Keynote, Hauptversammlung Industrieverein Peine; Peine

Bayer, E.; Skiera, B. (14.11.2012)

Understanding Price-to-Earnings Ratios of High-Growth Firms
In: Finance Brownbag, Goethe University; Frankfurt am Main

Hackethal, A. (14.11.2012)

Kundennutzen der Anlageberatung
In: Privatbankenforum; Hamburg

Meyer, St. (13.11.2012)

Passive Aggressive: Index-Linked Securities and Individual Investors
In: WHU Research Seminar in Finance; Vallendar

Kraemer, T.; Hinz, O.; Skiera, B. (29.10.2012)

Antecedents and Consequences of IT Department's Influence
In: Board Meeting E-Finance Lab, Goethe University; Frankfurt am Main

Skiera, B. (13.10.2012)

Analyzing the Profitability of Branded Keywords in Paid Search
In: Direct / Interactive Marketing Research Summit; Las Vegas, USA

Skiera, B. (12.10.2012)

PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising
In: Direct / Interactive Marketing Research Summit, Las Vegas; USA

Bayer, E.; Skiera, B. (24.09.2012)

Impact of Customer Metrics on Price-Earnings Ratios
In: SALTY, Hamburg University; Hamburg

Ringel, D.; Skiera, B. (16.08.2012)

Predicting Product Success using Price Comparison Site Data
In: Research Seminar; Düsseldorf, Germany

El Kihal, S.; Schlereth, C.; Skiera, B. (16.08.2012)

How to Design Pricing Plans with Different Contracting Lengths to Maximize Profitability
In: Research Seminar; Düsseldorf, Germany

Bayer, E.; Skiera, B. (15.08.2012)

Disclosure of Customer Metrics, Analysts' Behavior and Financial Performance
In: Research Seminar; Düsseldorf, Germany

Kraemer, T. (15.08.2012)

Erfolgsmessung von IT Investitionen
In: Research Seminar; Düsseldorf, Germany

Hackethal, A. (06.07.2012)

How to Make the Market for Financial Advice Work
In: Market for Financial Advice Conference, Singapore Management University; Singapore

El Kihal, S.; Schlereth, C.; Skiera, B. (11.06.2012)

Price Comparison for Infrastructure-as-a-Service
In: 20th European Conference on Information Systems (ECIS); Barcelona, Spain

Skiera, B.; Abou Nabout, N. (08.06.2012)

PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising
In: INFORMS Marketing Science Conference; Boston, Massachusetts, USA

Meyer, St. (06.06.2012)

Passive Aggressive: Index-Linked Securities and Individual Investors
In: Brown Bag Seminar Goethe University; Frankfurt am Main

Hackethal, A. (25.05.2012)

Messung des Kundennutzens der Anlageberatung
In: BMELV, Expertenrunde; Berlin

Schulz, F.; Schlereth, C.; Skiera, B. (25.05.2012)

An analysis of time-variant pricing scheme preferences in electricity markets
In: Conference of the European Marketing Academy (EMAC); Lisbon, Portugal

Skiera, B.; Abou Nabout, N. (24.05.2012)

PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine Advertising
In: European Marketing Academy (EMAC); Lisbon, Portugal

Schlereth, C.; Schaaf, R.; Skiera, B.; Eckert, J. (24.05.2012)

A Comparison and Tweak of Self-Explicated Methods
In: Proceedings of the 41th Conference of the European Marketing Academy (EMAC); Lisbon, Portugal

Schulz, F.; Schlereth, C.; Skiera, B. (24.05.2012)

An Analysis of Pricing Scheme Preferences in Electricity Markets
In: Proceedings of the 41th Conference of the European Marketing Academy (EMAC); Lisbon, Portugal

Hinz, O.; Kraemer, T.; Otter, T.; Skiera, B. (08.05.2012)

2nd Revision: Measuring the Economic Success of IT Investments in Two-Sided Markets
In: Research Seminar, Goethe University; Frankfurt am Main

Bayer, E.; Skiera, B. (08.05.2012)

Impact of Customer Metrics on Development of Price-Earnings Ratios over Time
In: Research Seminar, Goethe University; Frankfurt am Main

Ringel, D.; Skiera, B. (08.05.2012)

Measuring Market Share using Price Comparison Site Data
In: Research Seminar, Goethe University; Frankfurt am Main

Schulz, F.; Schlereth, C.; Skiera, B. (08.05.2012)

Paying too much Today and being Happy about it Tomorrow: Existence, Causes and Consequences of the Refund Bias
In: Research Seminar, Goethe University; Frankfurt am Main

Skiera, B. (04.05.2012)

Non-Customer Business and Firm Success
In: Conference on "Theory & Practice in Marketing 2012", Harvard Business School; Boston, USA

Hackethal, A. (03.05.2012)

Financial Advice and Retail Investors
In: PRC Conference 2012, Wharton School; Philadelphia, USA

Hackethal, A. (25.04.2012)

Warum die Qualität der Honorarberatung durch Wettbewerb und nicht durch Gesetze gesichert werden kann
In: Börsensachverständigenkommission; Berlin

Hackethal, A. (29.03.2012)

Anlegerfehler bei der Altersvorsorge

In: Keynote, Mittelstandstag Rheinland Pfalz; Mainz

Hackethal, A. (27.03.2012)

Was Anleger und Patienten gemeinsam haben – Heilmittel für verbreitete Anlegerfehler

In: Diesterweg-Simon-Vortragsreihe, Polytechnische Gesellschaft; Frankfurt am Main

Kraemer, T.; Hinz, O.; Skiera, B. (22.03.2012)

Antecedents and Consequences of the IT Department's Influence

In: Research Seminar; Riezlern, Austria

Schulz, F.; Schlereth, C.; Skiera, B. (20.03.2012)

An analysis of time-variant pricing scheme preferences in electricity markets

In: Research Seminar; Riezlern, Austria

Bayer, E.; Skiera, B. (27.02.2012)

Impact of Customer Metrics on Development of Price-Earnings Ratios over Time

In: Research Seminar, Goethe University; Frankfurt am Main

Kraemer, T.; Hinz, O.; Skiera, B. (27.02.2012)

Antecedents and Consequences of IT Department's Influence

In: Research Seminar, Goethe University; Frankfurt am Main

Lilienthal, M.; Skiera, B. (27.02.2012)

The Calculation of Churn Rates

In: Research Seminar, Goethe University; Frankfurt am Main

Schulz, F.; Schlereth, C.; Skiera, B. (27.02.2012)

An analysis of time-variant pricing scheme preferences in electricity markets

In: Research Seminar, Goethe University; Frankfurt am Main

Ringel, D.; Skiera, B. (27.02.2012)

Forecasting product success and identifying market share using price comparison site data

In: Research Seminar, Goethe University; Frankfurt am Main

Hackethal, A. (08.02.2012)

Qualität der Finanzberatung

In: Parlamentarisches Frühstück; Berlin

Schlereth, C.; Skiera, B. (16.01.2012)

Reduced Dual Response

In: Gastvortrag auf Einladung von Prof. Dr. Andreas Hermann, Universität St. Gallen; Schweiz

Für weitere Informationen zum E-Finance Lab wenden Sie sich bitte an:

Prof. Dr. Wolfgang König

**Vorstandsvorsitzender des E-Finance Lab,
Geschäftsführender Direktor des House of Finance**

Grüneburgplatz 1
60323 Frankfurt

Telefon +49 (0)69 / 798 - 34001
Fax +49 (0)69 / 798 - 33910
E-Mail koenig@efinancelab.com

Prof. Dr. Peter Gomber

Stellvertretender Vorstandsvorsitzender des E-Finance Lab

Grüneburgplatz 1
60323 Frankfurt

Telefon +49 (0)69 / 798 - 34683
Fax +49 (0)69 / 798 - 35007
E-Mail gomber@wiwi.uni-frankfurt.de

oder besuchen Sie unsere Webseite

<http://www.efinancelab.com>

