

Alexander Rossmann, Alfred Zimmermann (eds.)

**Digital Enterprise Computing
(DEC 2017)**

**July 11-12, 2017
Böblingen, Germany**

Gesellschaft für Informatik e.V. (GI)

Directory

Track: Digital Models & Architecture

Felix Timm, Valentina Sauer <i>Applying the Minimal Cost of Change Approach to inductive Reference Enterprise Architecture Development</i>	13
Martin Kinitzki, Dieter Hertweck <i>Comparison of Business Model Development Frameworks with regard to IoT</i>	25
Alfred Zimmermann, Rainer Schmidt, Kurt Sandkuhl, Dierk Jugel, Justus Bogner, Michael Möhring <i>Open Integration of Digital Architecture Models for Micro-granular Systems and Services</i>	37
Kurt Sandkuhl, Holger Lehmann <i>Digital Transformation in Higher Education – The Role of Enterprise Architectures and Portals</i>	49
Melanie Exner-Stöhr, Alexander Kopp, Leonhard Kühne-Hellmessen, Lukas Oldach, Daniela Roth, Alfred Zimmermann <i>The potential of Artificial Intelligence in academic research at a Digital University</i>	61
Gerald Stei, Alexander Rossmann <i>Implementation Strategies for Enterprise Social Networks</i>	67
Daniel Bischoff, Martin Kinitzki, Tim Wilke, Flamur Zeqiraj, Sanja Zivkovic, Christine Koppenhöfer, Jan Fauser, Dieter Hertweck <i>Smart Meter based Business Models for the Electricity Sector – A Systematical Literature Research</i>	79
Christine Koppenhöfer, Jan Fauser, Dieter Hertweck <i>Digitization of Decentralized Corporate Energy Systems: Supportive best-practiced methods for the energy domain</i>	91
Jutta Degele, Julia Hain, Valeria Kinitzki, Sascha Krauß, Peter Kühfuß, Natascha Sigle <i>Data Architecture for Digital Health Insurances</i>	107

Track: Digital Marketing

Philipp Rauschnabel, M. tom Dieck, Alexander Rossmann

Exploring User Adoption of Augmented Reality Applications based on Pokémon Go 119

Christine Sung

Special Holiday Mobile Advertising 131

Alexander Rossmann, Tim Wilke

Building Brand Love: A Dynamic Capabilities Approach 135

Marco Schmäh, Tim Wilke, Alexander Rossmann

Electronic Word-of-Mouth: A Systematic Literature Analysis 147

Roland Heger

Measuring preparedness of web communication for a positive digital experience of international prospects right at the beginning of the customer journey: Survey results 159

Marco Schmäh, Jörg Gutsche

Digital value selling: Status quo and opportunities 171

Track: Agility & Innovation

Feline Bohn, Annika Glasbrenner, Sascha Tränkle

Challenges with Problem Exploration and Validation in the B2B Domain 185

Nesat Efendioglu, Robert Woitsch, Wilfrid Utz, Damiano Falcioni

A Product-Service System Proposal for Agile Modelling Method Engineering on Demand: ADOxx.org 199