

**International Conferences on
ICT, Society and Human Beings (ICT),
Web Based Communities and Social Media (WBC),
Connected Smart Cities (CSC),
e-Commerce and Digital Marketing (EC) &
Information Systems Post-implementation and Change Management (ISPCM)
2015
CONFERENCE PROGRAM**

Tuesday 21st, July 2015

08:15-17:10 Welcome Desk

**09:30-10:00 Session O – Opening Session
(Room Salón de Actos)**

OPENING SESSION

Rector D. Dr. José Regidor García, Profs. Pedro Isaías, Piet Kommers and Heredina Fernandez Betancort

**10:10-11:00 Session KL1 – Keynote Presentation
(Room Salón de Actos)**

**FAIL FAST AND FAIL FORWARD – EMBRACING FAILURE
AS A NECESSARY PRECURSOR OF SUCCESS IN THE
DELIVERY OF ELEARNING SERVICES**

*By Steven Duggan, Director, Worldwide Education Strategy,
Microsoft, USA*

11:00-11:30 Coffee Break

11:30-13:05 Session FSP 21.1

**ICT and effects on humans // Analyses of impact as well
as technology contributing to desirable human qualities //
Learning and Knowledge growth
(Room 23)**

Chair: Heredina Fernandez Betancort

**ON THE IMPACT OF ICT OVER THE CREATIVE PROCESS
IN HUMANS (F083)**

Giovanni Emanuele Corazza and Sergio Agnoli

**EXPLORING ATTITUDES, KNOWLEDGE AND
COMPETENCIES FOR SECURITY TECHNOLOGY:
A CROSS-CULTURAL SURVEY IN HIGHER EDUCATION
(F036)**

*Sunil Chaudhary, Yan Zhao, Eleni Berki, Juri Valtanen, Linfeng Li,
Marko Helenius, Stylianos Mystakidis, Thrushna Nalam and
Rajendra Bahadur Thapa*

**ICT ACCESS AND USE IN HIGHER EDUCATION:
AN APPROACH (S089)**

*Diego Fernando Martínez Castro, Héctor Julián García Otálora,
Joana Carolina Chaves Vargas and José Ismael Peña Reyes*

**ICT-BASED MICRO-ENTREPRENEURSHIP IN
ECONOMICALLY DEVELOPING REGIONS (R042)**

*Michael Petersen, Maria Olivares, Adriano Galati and
Stefan Mangold*

11:30-13:00 Session FP 21.2

**Global e-Commerce // e-Tailing
(Room 24)**

Chair: Pedro Isaías

**METaverse RETAILING: ARE SVW USERS READY TO
BUY REAL PRODUCTS FROM VIRTUAL WORLD
STORES? (F040)**

Diana Hassouneh and Malaika Brengman

**MIND THE GAP! ARE LOCAL RETAILERS
MISINTERPRETING CUSTOMER EXPECTATIONS
REGARDING DIGITAL SERVICES? (F033)**

*Lars Michael Bollweg, Richard Lackes, Markus Siepermann and
Peter Weber*

**FACTORS AFFECTING E-COMMERCE ADOPTION BY
MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES
IN INDONESIA (F036)**

Indrawati and Ariwiyati

13:00 – 14:30 Lunch Break

**14:30-15:30 KL2 – Keynote Presentation
(Room Salón de Actos)**

**A DIFFERENT PERSPECTIVE ON THE SINGULARITY
POINT. HOW IT IS SUBSTITUTING JOBS IN THE SERVICE
SECTOR**

*By Dr. Jacques Bulchand-Gidumal, Professor of Digital Enterprises
and Entrepreneurship, Universidad de Las Palmas de Gran Canaria,
Spain*

15:40-16:40 Poster Session

(Room 23)

Chair: Piet Kommers

**ICT ENVIRONMENT INDEPENDENT ON YOUNG PEOPLE
SLEEP CONDITIONS (P031)**

Takeshi Sato, Atsushi Sugahara, Macky Kato and Hiroshi Yasuoka

**HOW ORGANIZATIONAL JUSTICE AFFECT
LEADER-MEMBER EXCHANGE RELATIONSHIPS, GUILD
IDENTIFICATION, GAME IDENTIFICATION, AND
PURCHASE INTENTION IN MMORPGS (P063)**

Shih-Ju Wang and Chao-Hui Liu

**PROFOLIO: PROJECT PORTFOLIO AWARENESS PORTAL
FOR UNIVERSITIES (P023)**

Daniel Kadenbach and Carsten Kleiner

**BRINGING WINE-MAKING BUSINESS ONLINE: WHAT
MATTERS MOST TO CUSTOMERS (P016)**

Michele Gorgoglione, Umberto Panniello and Daniela Buonamassa

CROWDFUNDING DEVELOPMENT IN SLOVAKIA (P026)

Juraj Fabus, Iveta Kremenova and Terezia Kvasnicova

**THE USE OF GOOGLE TOOLS IN BUSINESS ACTIVITIES
(P028)**

Juraj Fabus, Iveta Kremenova and Terezia Kvasnicova

15:40-17:15 Session FSRP 21.3

Desirable goals and ICT

(Room 24)

Chair: Elspeth Mckay

DEVELOPMENT OF ASSISTIVE TECHNOLOGY BASED ON ROBOTICS FOR HEALTH CARE OF ELDERLY AND DISABLED PATIENTS (F068)

Eduardo Vázquez-Santacruz and Mariano Gamboa-Zúñiga

DEVELOPMENT AND VERIFICATION OF THE USEFULNESS OF A WHEELCHAIR NAVIGATION SYSTEM (F058)

Daiki Yoshioka, Motoya Koga, Shinobu Izumi, Shigehito Matsubara and Katsuhiro Morishita

DESIGNING AN ACCESSIBLE ICT ENVIRONMENT FOR INDIVIDUALS WITH DISABILITIES (S021)

Christopher M. Lee and Joy E. Kniskern

CLOSING THE DIGITIZED DIVIDE FOR POST-SECONDARY STUDENTS WITH DISABILITIES (R018)

Christopher M. Lee and Joy E. Kniskern

11:00-11:30 Coffee Break

11:30 -12:50 Session FSP 22.3

Integrated smart city solutions deployments, test-beds and field trials // User-Centric Smart Cities

(Room 23)

Chair: Guo Chao Peng

ETHNICITY AND PARAMETRIC URBAN DESIGN: SURVEY, CODING DATA AND GEOSPATIAL ANALYSIS OF FOOD CARTS AND TRUCKS IN PORTLAND & NEW YORK (F020)

Philip Speranza and Stephen P. Maher

STREET PORTALS: USER INTERFACE FOR BIKE SHARE (F025)

Jason Germany and Philip Speranza

GEOESTRELA: THE NEXT GENERATION PLATFORM FOR REPORTING NON-EMERGENCY ISSUES – BOROUGH CONTEXT (S016)

Luís Pedro Alves Caetano Newton Parreira,

Tiago Manuel Palas Santos and Sónia Patrícia da Silva Vendeirinho

Wednesday 22nd, July 2015

08:15-15:45 Welcome Desk

09:00-11:00 Session FP 22.1

Life environment and ICT

(Room 23)

Chair: Heng-chiang Huang

EVALUATE ONLINE TRAINING EFFECTIVENESS: DIFFERENTIATE WHAT THEY DO AND DO NOT KNOW (F014)

Elspeth McKay and John Izard

THE SIGNIFICANCE OF THE OTHERS: A QUALITATIVE STUDY OF NON-USERS OF DIGITAL ARTIFACTS (F095)

Annakarin Nyberg

CITY PLANNING WORKSHOP PROGRAM USING A VIRTUAL REALITY-BASED IMAGE SHARING SUPPORT TOOL (F061)

Motoya Koga, Shinobu Izumi, Katsuhiro Morishita,

Tomoyuki Tanaka, Shohei Yoshinaga and Daiki Yoshioka

PARTICIPATION IN CITIZEN SCIENCE: DRIVERS AND BARRIERS FOR SHARING PERSONALLY-COLLECTED WEATHER DATA VIA WEB-PLATFORMS (F052)

Mohammad Gharesifard and Uta Wehn

11:30 -13:00 Session FP 22.4

Post-Implementation Change Management and Risk Thinking // IS Change Management in Practice and Organisational Processes

(Room 25)

Chair: Miguel Baptista Nunes

IS PURCHASING MORE EFFICIENT IN THE AUTOMOTIVE INDUSTRY? USAGE-BASED COMPARISON OF BUSINESS PROCESSES IN PURCHASING AS EXEMPLIFIED BY SAP ERP (F018)

Andreas Hufgard and Johannes Schulz

A FRAMEWORK FOR DYNAMIC DATA QUALITY MANAGEMENT (F020)

Mortaza S. Bargh, Francois Mbgong, Jan van Dijk and

Sunil Choenni

ARE INSTRUCTIONS VIA E-MAIL SUITABLE? HOW TO CHOOSE AN EFFECTIVE COMMUNICATION MEDIUM AFTER CHANGES IN IT-ENABLED WORKFLOWS (F012)

Matthias Lederer and Felix Missal

09:10-11:00 Session FSP 22.2

Social Media

(Room 24)

Chair: Piet Kommers

ANALYSIS OF CORPORATE TWITTER USAGE TYPES AND INFLUENCE VISUALIZATION ON KEY PLAYERS (F020)

Sangeun Park, Eunjung Jo, Hyungjung Lee, Seongmin Mun and Kyungwon Lee

TOWARDS UNDERSTANDING OF VALUE CO-CREATION ON WEB 2.0 PLATFORMS: AN ASSESSMENT METHODOLOGY (F010)

Maxim Wolf, Julian Sims and Huadong Yang

A SERVICES FRAMEWORK FOR USING THE SOCIAL WEB AS SENSOR WEB: IDENTIFYING EVENTS IN REAL TIME USING SPATIAL, TEMPORAL AND SEMANTIC REFERENCES (SUSS) (F028)

Dimitris Kotzinos, Sofia Kleisarchaki, Nicolas Spyratos,

Lila Theodoridou, Nikoloas Petalidis and Panagiotis Kazakis

WHAT DRIVES TV ONLINE ENGAGEMENT?

THE INFLUENCE OF SOCIAL STRATEGIES AND CONTENTS (S015)

Angela Fortunato, Michele Gorgoglione, Umberto Panniello,

Carlo Alberto Licciardi and Giovanni Martini

13:00 – 14:30 Lunch Break

14:30-15:30 (Room 23)

H2020 EUROPEAN UNION RESEARCH PROJECTS

14:20-15:30 Session FSP 22.5

Online marketing & Communication // Online Business Models

(Room 25)

Chair: Malaika Brengman

MODELING THE PRICE-RELEVANCE RELATIONSHIP TO DRIVE USERS' DECISION MAKING (F013)

Angela Fortunato, Michele Gorgoglione and Umberto Panniello

ONLINE ADVERTISING ON CONTENT AND SEARCH NETWORKS (S020)

Maria Elena Aramendia-Muneta

HIDDEN OPPORTUNITIES – E-COMMERCE IN FINLAND (S021)

Maija Korhonen

15:45 – Conference Tour and Dinner

Thursday 23rd, July 2015

08:30-13:30 Welcome Desk

09:00-11:00 Session FP 23.1

ICT and effects on humans

(Room 23)

Chair: *Piet Kommers*

SCREEN AND PAPER: COMPETITORS OR
COMPLEMENTS? (F092)

Pedro Isaias, Paula Miranda and Sara Pifano

INFOVIS FOR THE SOCIAL: A WAY TO EXPLORE

CONTENTS AND DATA IN SOCIAL TOPICS (F085)

Chiara Lorenza Remondino, Barbara Stabellini and

Paolo Tamborrini

PARTICIPATORY LEARNING:DESIGNING FOR MOBILE

ENHANCED SELF-MANAGED HEALTHCARE (MESH)

(F032)

Elspeth McKay, Linda Askenäs and Jan Aidemark

A SELF-CONSTRUAL MODEL OF VOLUNTARY

BLOGGERS (F086)

Heng-Chiang Huang, Ling-yen Pan and Chih-huei Ko

09:25-11:00 Session FSRP 23.2

Approaches and techniques for integrating smart
applications and services within the city // User-Centric
Smart Cities // Other

(Room 25)

Chair: *Guo Chao Peng*

SETTING UP SMART CITIES ECOSYSTEMS – ESSENTIAL
BUILDING BLOCKS (F012)

Frans Jorna and Mettina Veenstra

ENHANCED CONNECTIVITY AND QOE THROUGH

LTE-WIFI INTERWORKING IN SMART CITIES (F026)

Mirghiasaldin Seyedebrahimi and Xiao-Hong Peng

AN EMPIRICAL ANALYSIS OF NURSING DIPLOMA

STUDENTS PERCEPTIONS OF M-LEARNING AT NURSING

INSTITUTE IN SAUDI ARABIA (SA) (S011)

Rahimah A. Abdulrahman, Wilfred Alan Eardley and

Abdel Hamid Soliman

SMART E-GOVERNMENT: PREDICTIVE ANALYTICS

IN TRASFORMING CITIES INTO SMART ONES (R028)

Leonidas Katelaris and Marinos Themistocleous

11:00-11:30 Coffee Break

11:30-13:00 Session FSRP 23.3

Perspectives on ICT

(Room 23)

Chair: *Virve Siirak*

DEMOGRAPHIC IMPORTANCE OF ISO/IEC STANDARDS
FOR SOFTWARE PRODUCTS MEASUREMENT (F082)

Beata Czarnacka-Chrobot

GENDER-BASED DIFFERENCES IN THE USE OF MOBILE
DEVICES: ARE THERE DIFFERENCES IN THE USE OF
VARIOUS FUNCTIONS, SOCIAL NETWORKING SERVICE,
AND APPS? (S100)

Hiroko Kanoh

A SNAPSHOT OF THE DOCUMENT ANALYSIS AND
RECOGNITION INDUSTRY IN SOUTH AFRICA (S078)

Petrie van Zyl, Magda Huisman and Gunther Drevin

DELAY TOLERANT ICT TO BRIDGE UNDER-SERVED
REGIONS OF RURAL SOUTH AFRICA (S039)

Adriano Galati, Michael Petersen, Maria Olivares and

Stefan Mangold

13:00 Best Paper Awards Ceremony and Closing Session

(Room 23)

Profs. Piet Kommers, Guo Chao Peng and Miguel Baptista Nunes