Ronald Maier (Hrsg.)

6th Conference on

Professional Knowledge Management

From Knowledge to Action

February 21-23, 2011
in Innsbruck, Austria

Gesellschaft für Informatik e.V. (GI)
Preface

The concept of knowledge work has been around for more than 50 years since it was coined by Peter Drucker in order to stress changes in work processes, practices and places in the knowledge economy. The share of knowledge work has risen continuously and recently the largest share of newly created job positions is characterized as knowledge work. Thus, organizations increasingly aim at improving the productivity of their knowledge work force. Knowledge work is prevalent in high-tech industries and expert-driven organizations such as professional services, engineering, chemical or pharmaceutical ones, which were also among the first to embrace knowledge management (KM). However, knowledge work can be found in virtually all occupations and all industries with a level of similarity that is sufficient to allow designing instruments to foster knowledge work independent of sector and occupations.

Knowledge is a fascinating concept that, while still not yet fully understood, has made its way in a myriad of models and theories. Particularly the peculiar effects when it is handled by collectives of people in organizations supported by information and communication technologies (ICTs) have continued to attract academics and practitioners alike. Scientists and practitioners have contributed to the understanding of KM and aimed to influence, guide, lead, manage or even assess corresponding processes and practices. Knowledge work and corresponding ICT workspaces have changed substantially in the last decades in the course of organizations proactively or reactively developing into knowledge organizations. During this time, many concepts, models, methods, tools and systems have been suggested for KM. Instruments typically focus on creating an environment which assumedly positively influences handling of knowledge. On this basis, KM research and practice primarily focused on people (human-oriented KM), tools and systems (technology-oriented KM), knowledge-intensive business processes and knowledge processes (process-oriented KM) as well as social networks and computer-mediated communication (collaborative KM). However, there is still only scarce information on how to design ICTs directly supporting knowledge work and how to assess the effects those KM instruments have on the knowledge handled in an organization.

This is the environment in which the 6th Conference on Professional Knowledge Management 2011 is positioned with the conference theme “From Knowledge to Action”. The Conference Series on Professional Knowledge Management provides a broad integrative overview of organizational, cultural, social and technical aspects on KM. Focus of the conference is bringing together diverse research disciplines and sharing experiences gained in the different areas where KM is applied. The conference hosts 6 tutorials, 10 workshops and a PhD poster session. There are no methodological limitations in this conference. Thus, the proceedings contain contributions with a practice-oriented, e.g., conceptual or case study focus as much as contributions with a quantitative-empirical, qualitative-interpretive or design-science-engineering-oriented approach. Special emphasis was given to contributions targeting insights into or solutions for the challenge of putting knowledge into action. The conference provides a platform so that
people engaged and committed to KM from these diverse perspectives get to know each other, approach each other and connect their experiences in order to strengthen relevance and impact of KM results as well as lessons learned from their application.

Both, practitioners and scientists convene in Innsbruck, Austria, in order to exchange experiences, to discuss current problems and challenges and learn from each other. Topics of tutorials and workshops include experience management, process-oriented KM, modelling for KM, folksonomies and ontologies, integrated KM systems, the 2.0 metaphor and its impact on KM, assessing the economic success of KM, storytelling as well as motivational, cultural and social aspects of KM. Some workshops reach out beyond the KM field in order to spark interest in interdisciplinary work, the convergence of KM and e-learning as well as the specific questions that arise when combining a KM and a human resource management perspective.

52 contributions were submitted to the workshops of which 32 were accepted as long papers and 1 as short paper. All 33 contributions are collected in these proceedings. Each contribution was reviewed by experienced reviewers specialized on the respective workshop’s topics.

Such a conference is the result of many helping hands. Without these supporters we would have not be able to organize the conference. I would like to thank the keynote speakers, Georg von Krogh, ETH Zürich, Switzerland, Angelika Mittelmann, Voestalpine Stahl GmbH, Linz, Austria and Klaus Schredelseker, University of Innsbruck, Austria, for accepting our invitations to present their insights into aspects of KM at the conference, the tutorial chair, Ulrich Reimer, University of Applied Sciences St. Gallen, Switzerland, exhibition and sponsoring chair, Klaus Tochtermann, ZBW - Deutsche Zentralbibliothek für Wirtschaftswissenschaften, Germany, poster chair, Miriam Minor, University of Trier, Germany, the workshop organizers, the tutorial speakers, the whole organizing team, particularly Michael Kohlegger and Christine Harms, and all the many helpers in the background, our sponsors for their financial contributions, the three professional associations and communities on KM in Austria (Plattform Wissensmanagement), Germany (Gesellschaft für Wissensmanagement) and Switzerland (Swiss Knowledge Management Forum) and in general all authors, reviewers and speakers for providing the essence that allowed us to compose an interesting and exciting program for this conference. It is good to see that so many people have been willing to support the great tradition of joint academic-practitioner conferences. I hope that this conference will provide you with inspiring ideas, informal interactions, interesting insights, informative instructions and innovative initiatives that you can individually and collectively take-up, develop further and apply in order to improve the handling of knowledge in your companies, organisations, communities and the society at large. Welcome to Innsbruck, the capital of the Alps!

Innsbruck, February 2011

Ronald Maier
Organisation Committee

**General Chair**  Ronald Maier  
University of Innsbruck  
Austria

**Co-Organiser and Commercial Management**  Christine Harms

**Tutorial Chair**  Ulrich Reimer  
University of Applied Sciences St. Gallen  
Switzerland

**Exhibition and Sponsoring Chair**  Klaus Tochtermann  
ZBW - Deutschen Zentralbibliothek für Wirtschaftswissenschaften  
Germany

**Poster Chair**  Miriam Minor  
University of Trier  
Germany

**Conference back office**  Michael Kohlegger  
University of Innsbruck  
Austria

**Workshop Chairs**

Kerstin Bach, University of Hildesheim, Germany  
Julian Bahrs, University of Potsdam, Germany  
Markus Bick, ESCP Europe Wirtschaftshochschule Berlin, Germany  
Paolo Ceravolo, University of Milan, Italy  
Ernesto Damiani, University of Milan, Italy  
Stefan Ehrlich, T-Systems Multimedia Solutions, Germany  
Peter Geißler, expeet|consulting Peter Geißler, Germany  
Norbert Gronau, University of Potsdam, Germany  
Nicolas Haas, University of Passau, Germany  
Elisabeth Heinemann, University of Applied Sciences Worms, Germany  
Priscilla Heinze, University of Potsdam, Germany  
Lars Hetmank, TU Dresden, Germany  
Christine Kunzmann, FZI Research Center for Information Technologies, Germany  
Franz Lehner, University of Passau, Germany
Dada Lin, T-Systems Multimedia Solutions GmbH, Germany
Ronald Maier, University of Innsbruck, Austria
Athanasios Mazarakis, FZI Research Center for Information Technologies, Germany
Erich Ortner, TU Darmstadt, Germany
Jan M. Pawlowski, University of Jyväskylä, Finland
Ulrich Reimer, University of Applied Sciences St. Gallen, Switzerland
Ulrich Remus, University of Canterbury, New Zealand
Alexander Richter, Universität der Bundeswehr München, Germany
Gerold Riempp, European Business School, Germany
Tanja Röchert-Voigt, University of Potsdam, Germany
Thomas Roth-Berghofer, German Research Center for Artificial Intelligence, Germany
Andreas Schmidt, FZI Research Center for Information Technologies, Germany
Eric Schoop, TU Dresden, Germany
Stefan Smolnik, European Business School, Germany
Alexander Stocker, Know-Center Graz, Austria
Rainer Telesko, University of Applied Sciences, Northwestern Switzerland
Barbara Thoenssen, University of Applied Sciences, Northwestern Switzerland
Klaus Tochtermann, ZBW Leibniz Information Centre for Economics, Germany
Gergana Vladova, University of Potsdam, Germany
Edzard Weber, University of Potsdam, Germany

Invited Speakers

Prof. Dr. Georg von Krogh
ETH Zürich
Switzerland

Dr. Angelika Mittelmann
Voestalpine Stahl GmbH
Austria

Prof. Dr. Klaus Schredelseker
University of Innsbruck
Austria
Supporters

Ontoprise – Know how to use Know-How
http://www.ontoprise.de/

ZBW - Deutschen Zentralbibliothek für Wirtschaftswissenschaften
http://www.zbw.eu/
Table of Contents

CKME2011 – 3rd Workshop on the Convergence of Knowledge Management and E-Learning

Markus Bick, Jan Pawlowski and Eric Schoop
CKME2011 - 3rd Workshop on the Convergence of Knowledge Management and E-Learning ......................................................... 19

LONG PAPERS

Hendrik Kalb, Henri Pirkkalainen, Jan Pawlowski and Eric Schoop
Influence Factors for Sharing Open Science and Open Educational Resources through Social Networking Services ............................................. 23

SHORT PAPERS

Bernhard Hoisl
A Mash-up Architecture for Learning Environments and Knowledge Management Systems ........................................................................ 33

E20Success – Enterprise 2.0 - Mehr Erfolg mit Web 2.0 im Unternehmen

Alexander Stocker, Alexander Richter, Stefan Smolnik und Markus Strohmaier
E20Success: Enterprise 2.0 - Mehr Erfolg mit Web 2.0 im Unternehmen ............... 41

LONG PAPERS

Thomas Sammer, Dada Lin, Andrea Back und Frank Schönefeld
Erfolgsmessung zum Einsatz von Social Software im Softwareentwicklungsprozess am Beispiel der T-Systems Multimedia Solutions GmbH .......................... 47

Stefan Voigt, Frank Fuchs-Kittowski und Detlef Hüttemann
ICKE-Plattform – Eine integrierte Wissens- und Kollaborationsplattform auf Wiki-Basis ........................................................................... 57

Benedikt Kämpfe, Basil Ell, Elena Simperl, Denny Vrandečić and Frank Dengler
Enterprise Wikis: Technical Challenges and Opportunities ........................................ 67
Sonja Gust von Loh und Isabella Peters
Erfolgsfaktoren bei der Einführung von Social Software in Unternehmen .......... 77

Martina Peris und Markus Nüttgens
Anwendung der Unified Theory of Acceptance and Use of Technology zur Akzeptanzbestimmung von Web 2.0-Anwendungen in KMU-Netzwerken .................. 88

Nicolas Weber, Gerhard Frühstück und Tobias Ley
Unterstützung des Wissensreifungsprozesses durch Einsatz von Web 2.0 in Unternehmen ................................................................. 98

eHR-KM – First International Workshop on Knowledge Management and e-Human Resources Practices for Innovation

Paolo Ceravolo and Ernesto Damiani
eHR-KM - First International Workshop on Knowledge Management and e-Human Resources Practices for Innovation ........................................ 111

LONG PAPERS

Valerio Bellandi, Paolo Ceravolo, Ernesto Damiani and Fulvio Frati
CR2S: Competency Roadmap to Strategy .......................................................... 115

Laura Fortunato, Serena Lettera, Salvatore Totaro, Mariangela Lazoi, Cristian Bisconti, Angelo Corallo and Giovanni Pantalone
Development of a Competence Management System: an algebraic approach .... 123

Ronald Maier, Isabella Seeber, Gabriela Waldhart, Valerio Bellandi, Fulvio Frati and Janez Hrastnik
Interfaces between Human Resource Management and Knowledge Work Practices ............................................................... 132
ERWIN’11 – Einflussfaktoren und Erfolgsbewertung des Wissensmanagements

Franz Lehner und Nicolas Haas
ERWIN’11 - Einflussfaktoren und Erfolgsbewertung des Wissensmanagements ................................................................. 145

LONG PAPERS

Fazel Ansari-Ch., Madjid Fathi and Ulrich Seidenberg
Evolution of Intelligent Quality Management Process Based on Using Performance Quality Indicators ........................................ 149

Jörg Schmidl, Viktor Slavtchev, Holger Wittges and Helmut Krcmar
Knowledge Management Success or Failure – What Determines the Performance of a KM-Initiative? ............................................. 161

Roger Böhlen and Knut Hinkelmann
Application and Evaluation of the Multi-dimensional Knowledge Framework Approach ....................................................................... 170

Anne-Christine Birkle und Ulrich Schmidt
Maßnahmencontrolling im Anschluss an eine Wissensbilanzierung im EnBW-Konzern ................................................................. 180

GWEM2011 – 6th German Workshop on Experience Management

Kerstin Bach and Thomas Roth-Berghofer
GWEM 2011 - German Workshop on Experience Management ................................................................. 191

LONG PAPERS

Kerstin Bach, Pascal Reuss and Klaus-Dieter Althoff
Case-Based Menu Creation as an Example of Individualized Experience Management ............................................................... 194

Thomas Sauer, Mirjam Minor and Ralph Bergmann
Inverse Workflows for Supporting Agile Business Process Management ................................................................. 204

Rebekah Rousi, Jaana Leikas, Pertti Saariluoma and Mari Ylikauppila
Life-Based Design as an Inclusive Tool for Managing Microinnovations ................................................................. 214
IKMS2011 – 3rd Workshop on Integrated Knowledge Management Systems

Stefan Smolnik, Markus Bick and Gerold Riempp
IKMS2011 - 3rd Workshop on Integrated Knowledge Management Systems ...... 227

LONG PAPERS

Mathias Trögl and Ronald Maier
Active Documents Supporting Knowledge Sharing in Knowledge-intensive Cooperation .......................................................... 231

MSKWM2011 – Motivationale, soziale und kulturelle Aspekte im Wissensmanagement

Christine Kunzmann, Athanasios Mazarakis und Andreas Schmidt
MSKWM2011 - Motivationale, soziale und kulturelle Aspekte im Wissensmanagement .................................................. 243

LONG PAPERS

Stefan Thaler, Elena Simperl and Katharina Siorpaes
SpotTheLink: A Game for Ontology Alignment .......................................................... 246

Ingo Bildstein and Stefan Güldenberg
A Proposal for a new Framework for a Great Place to Work: A Cognitive-collective View on Knowledge Work Motivation .................................................. 254

Julia Müller und Claudia Nessler
Einblicke in den interaktiven Zusammenhang zwischen Wissensmanagement und Unternehmenskultur ................................. 262

René Peinl
Wissensreifung als Analyse- und Kommunikationsinstrument – ein Erfahrungsbericht .......................................................... 273

PROWM2011 – Prozessorientiertes Wissensmanagement 2011

Norbert Gronau und Julian Bahrs
ProWM 2011 - Prozessorientiertes Wissensmanagement ........................................ 283
LONG PAPERS

Sandra Hintringer and Martin Nemetz
Process driven Competence Management:
A Case Study at Hilti Corporation............................................................ 287

Madjid Fathi, Michael Abramovici, Alexander Holland, Andreas Lindner und Susanne Dienst
Nutzungs-Szenarien eines wissensbasierten Assistenzsystems zur
Entscheidungsunterstützung in der Produktverbesserung ......................... 295

Gergana Vladova und Julian Bahrs
Risiko und Nutzen von Wissensschnittstellen - Ein Gestaltungsansatz ........ 305

Gergana Vladova, Elisabeth Müller, Andreas Braun and Silvia Adelhelm
The Handling of External Knowledge in Innovation Processes:
Knowledge Management and the Open Innovation Paradigm .................. 314

Martin Alexander Ogaza und Peter Heisig
Geschäftsprozessorientieres Wissensmanagement - Forschungsbedarf aus
Sicht des Change Managements............................................................... 323

WME20 – Knowing 2.0 - Leitet Enterprise 2.0 eine neue Generation des Wissensmanagements ein?

Eric Schoop, Peter Geißler, Dada Lin und Stefan Ehrlich
WME20 - Knowing 2.0 - Leitet Enterprise 2.0 eine neue
Generation des Wissensmanagements ein? ............................................. 335

LONG PAPERS

Frank Fuchs-Kittowski und Stefan Voigt
Social Software – Enabler für soziales Wissensmanagement .................... 340

Alexander Stocker
Wikis und Weblogs im Wissensmanagement: Nutzertypen
und Erfolgsfaktoren.................................................................................. 352

WMINDIG2011 – Interdisziplinäre und indigene Methodenvielfalt im Wissensmanagement

Gergana Vladova und Edzard Weber
WMINDIG - Interdisziplinäre und indigene Methodenvielfalt
im Wissensmanagement....................................................................... 359
LONG PAPERS

Elisabeth Mueller und Patricia Graf
Wissenserzeugung und Wissensnutzung bei heterogenen Akteuren:
Unterschiede, Hindernisse und kooperative Gestaltungsoptionen ......................... 363

Guangya Su
Exploring Requirements of Agility for Knowledge Management ......................... 371

Priscilla Heinze
Cultural Influence on Intuitive Decision Making ................................................... 382

PhD-Postersession

Miriam Minor
PhD-Postersession .................................................................................................. 393

POSTERS

Daniel Poeppelmann
A Refined Case-Based Reasoning Approach to Academic Capacity
planning .................................................................................................................. 395

Gábor Kismihók, Ildikó Szabó, Stefan Mol and Réka Vas
Ontology based Competency Matching between Vocational Education
and the Workplace ................................................................................................. 399

Sonja Schulze
Techniques for Reusing Experiences (T-REx) in Managerial Decision-
Making Processes ................................................................................................. 403