

Opportunities in the Digital World: Applications and Experiences with eBusiness, eLearning, and eResearch

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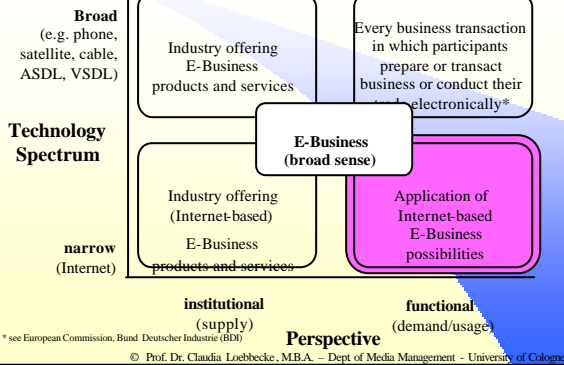
Association of Information Systems (AIS)
Council Member for Europe, Africa, Middle East

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Keynote Presentation
E-World@Syria, Damascus 2002

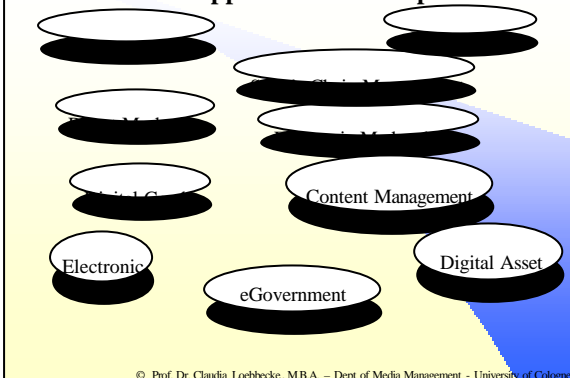
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Dimensions of E-Business



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E-Business: Applications and Experiences



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Extending E-Business: Important Issues

Media Competence

Digital Divide:
Opportunities and Risks

eLearning
Infrastructure & Applications

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E-Business: Example Concept

Selling physical goods online

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Critical Success Factors

- ≠ Operational excellence
- ↳ High transparency of price and performance
 - ≠ power shift to the consumer
- ≠ Branding
- ≠ Privileged relationships

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**"A wealth of information
creates
a poverty of attention."
*Herbert Simon***

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**Audience Attention as Scarce Resource
- Economic Impacts -**

- ≠ Need to capture and retain attention
- ≠ Need to maximize economic return on that attention

Audience and relationships with that audience as **KEY ASSETS!**

Businesses will increasingly be defined by audience segments, rather than product lines

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Insights from E-Business Experiences

- ≠ IT as platform
- ≠ Basic principles don't change
- ≠ Cash flow determines survival
- ≠ Rational revenue model is crucial
- ≠ Management, strategy and vision are key
- ≠ **Need to network and get involved internationally ...**

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Towards eLearning: IT support for Learning

(1)
Example of a small, local, student-based approach

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Situation: Studying Business & Economics at the University of Cologne, Germany

- ⌘ One of top business schools in Germany
- ⌘ Very large university
- ⌘ Low professor-to-student ratio
- ⌘ Limited structured information sources

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Example: Towards a Student IT&Media-Platform

- ⌘ Online distribution of lecture notes written by *students*
- ⌘ Easy, inexpensive and time efficient access
- ⌘ Online resource of structured information
- ⌘ Supporting communication among students and between students and professors
- ⌘ Improving learning conditions at the University of Cologne

Developed by **one** student team

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Lecture-Notes.org: Application Features

- ✍ Browse and search lecture notes / Detailed information about lecture notes
- ✍ Selection by subject, lecture, term
- ✍ Subscription
- ✍ Log-in by password on any page
- ✍ Automatic payment management via PIN numbers
- ✍ Download of subscribed lecture notes as PDF files
- ✍ User management
- ✍ Average rating of lecture notes / evaluation of writer

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'Lecture-Notes.org': Development Opportunities

- ✍ Content management system
- ✍ Automatic notification (emails, SMS) about new files of subscribed lectures
- ✍ Context sensitive advertisement
- ✍ E-cash payment system
- ✍ Virtual learning community
- ✍ Lecture specific discussion forum
- ✍ Feedback loop to professors
- ✍ Additional links
- ✍ Expansion to other universities (cross university search)

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Towards eLearning: IT support for Learning

- (1)
Example of a small, local, student-based approach
- (2)
Further Experiences and Concepts

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IT Support for Learning: Further Concepts

- ✍ VIRTUS (Virtual University System) – www.virtus.uni-koeln.de
- ✍ Student presentations on CDROM
- ✍ Project-based seminars together with companies and institutions
- ✍ International co-operation within single courses
- ✍ IT-based university administration
- ✍ Towards ... Notebook university
- ✍

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Towards eLearning: IT support for Learning

- (1)
Example of a small, local, student-based approach
- (2)
Further Experiences and Concepts
- (3)
Example of an international, professional approach

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**Part-Time Executive M.B.A. Program
offered by the University of Cologne**

together with 8 partner universities

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GeM Consortium

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GeM Components

15 Courses in English language

Business Marketing Economics Decisions Finance Supply Bus. Transformation Strategy	Technology Technology Applications Policy & Law Law Policy	Cologne-Specific Courses Accounting & Taxation Risk Management Security & Payments Team Management
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using the commercial IT-platform 'Blackboard'

... plus 'Int'l Seminars' and 'In-Company Project'

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Towards eLearning: IT support for Learning

- (1)
Example of a small, local, student-based approach
- (2)
Further Experiences and Concepts
- (3)
Example of an international, professional approach
- (4)
eLearning

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eLearning: Application and Research

Provide IT support for traditional and innovative (in-class) learning / teaching approaches

Computer-based learning for selected topics / fields

Impact for different forms of IT & Media support

- Professors / teachers / parents
- Children / students
- Life-long learning adults / professionals

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International Co-operation and Networking

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International Networking: Association of Information Systems (AIS)

☞ www.isworld.org

☞ see what's going on internationally and
**add yourself to the e-mail
distribution list**

☞ www.aisnet.org

☞ again, see what's going on and
**consider to become a member of
THE international IS Community**

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**International Networking:
Association of Information Systems (AIS)**

- ≠ Membership fee for people in Syria
? Academic **US\$6.50**, Student **US\$4.00** (10% of normal rates)
- ≠ Automatic access to AIS electronic journals
 - Communications of the Association for Information Systems (CAIS)
 - Journal of the Association for Information Systems (JAIS)
- ≠ Discounted subscriptions to a number of leading IS Journals
- ≠ Discounted registration to one AIS supported conference per year

≠ ... **get your contributions, needs and requests voiced**
in *THE* international IS community,

we would like to meet and get to know you !

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.... Questions, Comments, Complaints ?

Thank you very much for your attention !

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