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**Sylvia Schuh (SS1): “Modeling Business Processes in the Field of Distribution Policy”**

Starting with business processes from distribution policy of a retailer, the aim of this thesis is to model different solutions for these processes as they are implemented in retail information systems. Additionally you have to take into consideration that retailers nowadays sell their products using multiple channels.

The aim of this work is to sketch out different solutions for these process(es) the way they are implemented in commonly used information systems.

**Sylvia Schuh (SS2): “Modeling Business Processes in the Field of Distribution Policy – Case studies”**

Business process design as a means for enhancing competitive advantages is at the heart of this study. The focus lies in describing and modeling business processes the way they are implemented in small and medium-sized retailers. Additionally you have to take into consideration that retailers nowadays sell their products using multiple channels.

The aim of this work is to sketch out different solutions for these process(es) the way they are implemented in Austrian retailing companies.

**Sylvia Schuh (SS3): “Choosing, Implementing and Configuring Web shops”**

Based on the multitude of web shop software your aim is to choose one system for a small or medium-sized retailer. Limitations are - as often observed with small companies - mainly set by the budget. After choosing the software you have to give recommendations on the implementation and the configuration of the system. In this study you have to define requirements for the web shop, choose one system and set up this system according to the requirements defined.

**Sylvia Schuh (SS4): “Survey on the use of retail information systems among Austrian retailers”**

The aim of this paper is to develop a survey on the use of retail information systems among small and medium-sized retailers. Areas of interest are the software system they are currently using and the support of their processes from distribution policy by these software systems. Isolated applications – if used for several processes – shall be recorded as well.

**Sylvia Schuh (SS5): „Measuring business processes“**

In your paper you discuss several methods to measure business processes with quantitative and qualitative measures. After giving an overview on different methods you focus on measuring customer satisfaction. Therefore you may want to use an example business process from the field of distribution policy.

**Gudrun Schütz (GS1): “Survey about the Cooperation between Online Retailers and Specialized Search Services for Prices”**

Specialized search services for prices on the one hand gather prices from online shops and on the other hand online retailers send the pricing list to them. It seems to be a one-way information channel.

The missing part in the literature is whether online retailers do have the possibility to download a prepared price list containing all the prices of their competitors. If this offer is within legal borders online retailers and providers of specialized search services for price comparison would benefit from it. Providers of specialized search services could charge online retailers for downloading prices and offer several versions which can be distinguished by the provided information and its price.

Online retailers can integrate this information into their retail information system and adapt their price automatically to the competitor’s prices. This additional service would especially

be very useful for companies who aim to sell their products at low prices. Therefore a survey concerning the online retailer's attitude in the German-speaking countries towards this issue has to be done.

**Gudrun Schütz (GS2): “Approaches of Game Theory in the Pricing Sector of B2C E-Commerce”**

This paper should give a review about the use of Game Theory in the pricing sector of offline-markets. The applicability of these approaches to the online-market has to be analyzed. A short comparison between the pricing strategies concerning Game Theory of the online- and offline-market is expected. The focus of this paper is to provide an overview of Game Theory in pricing strategies on the basis of existing literature **not** to invent new pricing strategies.

**Florian Bistricky (FB1): “List of criteria (Kriterienkatalog) to evaluate web-based product configurators”**

A product configurator can be found in B2B as well as B2C markets and is defined as a software application that helps customer to design products according to their individual needs. The main advantages of product configurators are to gain higher customer loyalty, to enhance customer satisfaction and to get better knowledge of customers' needs. The aim of your paper is to create a list of criteria in order to evaluate product configurators that help to select the best-fitting software for a specific business.

**Florian Bistricky (FB2): “Survey on the use of special-software among retailers in German-speaking countries”**

Special-software realizes functionalities which are not supported by standard-ERP-systems. Examples are product configurators, recommender systems, special e-commerce payment systems, special CRM systems or software for internet marketing research. The aim of this survey is to do a market analysis about the use of special-software among retailers in german speaking countries. Furthermore you should get information about how special-software is integrated into existing IT-Systems.

**Florian Bistricky (FB3): “Market analysis and list of criteria (Kriterienkatalog) for evaluating recommender systems”**

A recommender system helps to filter information that is likely to be of interest to a user. Therefore, the system compares collected data to similar data collected from others users. A well known example is Amazons' “*Customers who bought this item also bought...*”. The aim of your paper is to do a market analysis and create a list of criteria in order to evaluate recommender systems.

**Rainer Kegel (RK1): “Realisation of Product Individualisation with Web Service Technology”**

The aim of this topic is the creation of a product individualisation tool. It should include

- a user interface (e.g. html) for the actual product individualisation process,
- a function to save the created (individualised) products - combinations of attributes,
- a function to analyse the saved products – attribute combinations - and
- a function to describe the results (e.g. sequence of the most popular attribute combinations).

The needed data should be provided by a database (e.g. MySQL).

The realisation will be carried out by web services (WSDL, UDDI, SOAP).

Used (example) data can be chosen freely.

### **Christoph Zauner (CZ1): “Critical analysis of the Institutes’ Website”**

The Institutes’ Website is the central portal for management information science students to gather information concerning their studies. Concerning the amount of information presented on the Site a better structured appearance and improved usability might offer advancement for students and interested pupils.

Within this work the student should analyze the state-of-the-art of the institutes’ Website and present the strength and weaknesses. Target is to present a to-be conception for an improved appearance of the Institutes’ Website.

### **Christoph Zauner (CZ2): “Community building for Micro-businesses”**

Building an online community is an essential extra for potential and existing customers to increase customer loyalty. Especially micro-businesses are often overwhelmed by the possibilities offered in the World Wide Web. In this special case a Vienna based artist collective (“Kulturförderverein”) is seeking to implement such a community for artists and consumers.

The target is to develop a strategic concept for this project and to identify the most important technical presets for the implementation of an online community.

### **Christoph Zauner (CZ3): “Virtual Marketing”**

Virtual Communities are a new web-concept which enables people to interact worldwide. Through targeted content, member cooperation and word-of-mouth the potential for marketing purposes is enormous.

Within this work a strategic use-of-potential analysis of Viral Marketing should be performed exemplary with the example of The Institute for Management Information Science.

### **Christoph Zauner (CZ4): “WU-Online-Marketing”**

To use the Internet successful and efficient as communication tool one should have detailed knowledge of affinity groups and their preferred media usage.

After a short analysis of a defined affinity group (i.e.: students, pupils, businesses...) the preferred actions in the World Wide Web should be analyzed to develop, after all, an optimal communication concept.

### **Christoph Zauner (CZ5): “Online-Advertising”**

Classical Online advertising by the use of banners and editorial formats is nowadays a widely used marketing tool. Within this work the student should develop an Online-Advertising-Campaign for a master studies program of a University. This work is supported by External Relations Office (Außeninstitut) which offers detailed Information about the Master studies and strategic marketing targets.

### **David Meyer (DM1): “Extensions to an existing decision support system for assigning students to projects”**

This project aims at extending an existing prototype that supports the administration of project-based courses (like this seminar) in finding an optimal assignment of students to project groups based on stated student preferences. The current implementation is a Java-based web application using SUN's glassfish-framework, including technologies such as AJAX, persistence framework, MySQL, and authentication using Kerberos. Extensions might include the following:

- The application uses an optimization module which currently is not well separated from the web-application. Goal: create a stand-alone Java-package for the optimization part that could be used from other applications.
- Providing the optimization-functionality as a web-service.

- Create a stand-alone java-GUI offering similar functionality than the current web-application.
- Re-package the application to work with Apache/Tomcat.
- Add a few features to the web-application (e.g., import/export-functionality, possibility of editing the students' preferences, support of HTML instead of plain text for the project descriptions).

### **Gerhard Reismüller/Rony G. Flatscher (GR1): “BIA best practice Methodology”**

#### Scope:

The purpose of this seminary is to evaluate the different BIA methodologies and procedures in general and for specific sectors (e.g. banking, insurance), to compare them and define a best practice model

#### BIA Definition:

Business impact analysis (BIA) is an information-gathering exercise designed to methodically identify:

1. The [processes](#) or functions performed by an organization
2. The [resources](#) required to support each process performed
3. Interdependencies between processes and/or departments
4. The impact of failing to perform a process
5. The criticality of each process
6. A [recovery time objective](#) (RTO) for each process
7. A [recovery point objective](#) (RPO) for the data that supports each process

Often performed as a step in the development of [business continuity plans](#), the BIA, along with [risk analysis](#) (RA), provides the foundation for developing and selecting a business continuation strategy that will allow the organization to continue to perform critical processes in the event of a [disruption](#).

*Source: [http://en.wikipedia.org/wiki/Business\\_impact\\_analysis](http://en.wikipedia.org/wiki/Business_impact_analysis)*

### **Gerhard Reismüller/Rony G. Flatscher (GR2): “BIA model for public administrations”**

#### Scope:

The purpose of this seminary is to abstract a BIA model for the government and their main entities and functions (e.g. ministries, infrastructure, utilities, hospital, communication, etc.). The goal is to define a BIA best practice model - on a high level of abstraction - with applicability for each public administration organisation.

#### BIA Definition:

Business impact analysis (BIA) is an information-gathering exercise designed to methodically identify:

1. The [processes](#) or functions performed by an organization
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continuation strategy that will allow the organization to continue to perform critical processes in the event of a [disruption](#).

**Michael Beer/Rony G. Flatscher (MB1): “The Market for Convergent Services”**

How will the market for convergent services (telephony + it) evolve? Who are the main players at the moment? Which companies are bought by Google, Yahoo, Microsoft?

**Michael Beer/Rony G. Flatscher (MB2): “The Market for CENTREX (Hosted PABX)**

Customers want to use centralized services - the PABX is used as a software service. How will this market evolve?

**Michael Beer/Rony G. Flatscher (MB3): “Dying TELCOs”**

As more and more revenue goes away from the telcos (mainly because of loss of fixed lines) - what strategies will be used or are used to compensate the losses?

**Michael Beer/Rony G. Flatscher (MB4): “Quality of Service”**

How can you provide good voice and video quality in a network? which routers/switches are supported? Can QoS be provided, even if the ISP (Internet Service Provider) does not guarantee it?

**Michael Beer/Rony G. Flatscher (MB5): “SIP Softphone”**

Develop a Softphone (like Xlite from counterpath), but - the configuration data need to be retrieved from a server (e.g. HTTP-server) - the softphone needs to be extendible (eg. via REXX), e.g use peers as a Java basis and include it in ooRexx <http://peers.sourceforge.net/>

**Michael Beer/Rony G. Flatscher (MB6): “VOIP Mashup”**

Provide sample applications for VoIP usage within or for a mashup toolkit (eg IBM) <http://www.alphaworks.ibm.com/tech/ibmmsk>

**Michael Beer/Rony G. Flatscher (MB7): “Scripting for Asterisk”**

The Asterisk built-in language is very cumbersome to use. Is it possible to integrate a powerful language like ooRexx into Asterisk?