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23rd European Conference on Information Systems (ECIS 2015)

Thursday 28 May 2015

29-01 - IS Teaching Cases: Session 1 - F153 (13:30-15:30)

Teaching cases provide an additional outlet for researchers to publish material from their case study sites. Teaching cases provide rich descriptions of real situations which can be used to stimulate classroom discussion.

The IS discipline is well known for its use of cases in teaching. For nearly 20 years, leading conferences, including ECIS, have regularly included refereed teaching case tracks.

ECIS 2015 is interested in teaching cases that address a variety of issues related to the IS field from different angles including the development, management and use of information systems and technologies in business, government and non-profit contexts. Consistent with the conference theme of The Networked Society, the Teaching Cases track will welcome submissions that can be used to help instructors teach and students learn about the ways in which daily life and the working world are being transformed under the influence of increased digitization and networking. Hence, cases that explore networking, and mobile, personal, social and virtual technologies will be particularly welcome. Cases are expected to include organisational, strategic, management and social issues, as well as technical issues.

- Conveners: Willcocks, Leslie

time	title	presenter
13:30	Introducing a Professional Complaint Management: The Case of a Fleet Management Company	JOHANNSEN, Florian
14:00	FC Bayern München Goes Social – The Value of Social Media for Professional Sports Clubs	SÖLLNER, Matthias LEIMEISTER, Jan Marco
14:30	Atos - Towards Zero Email Company	SILIC, Mario
15:00	Internet and Social Media Strategy in Sports Marketing	HOLLAND, Christopher