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

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Dimensions of E-Business

- Broad (e.g., phone, satellite, cable, ASDL, VSDL)
- Narrow (Internet)

- Industry offering
- E-Business products and services

- E-Business (broad sense)
- Every business transaction in which participants prepare or transact business or conduct their trade electronically*

- Institutional (supply)
- Functional (demand/usage)

Perspective

E-Business: Applications and Experiences

- eGovernment
- Electronic
- Content Management
- Digital Asset
- eManagement
Extending E-Business: Important Issues

Media Competence

Digital Divide: Opportunities and Risks

eLearning Infrastructure & Applications

E-Business: Example Concept

Selling physical goods online

Critical Success Factors

- Operational excellence
  - High transparency of price and performance
  - Power shift to the consumer
- Branding
- Privileged relationships
"A wealth of information creates a poverty of attention."
Herbert Simon

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

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 …
Towards eLearning: IT support for Learning

Example of a small, local, student-based approach

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

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
Within 12 weeks as course assignment
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

'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)

Towards eLearning: IT support for Learning

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

(2) Further Experiences and Concepts
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

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

GOM
Global MBA
COLOGNE

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

together with 8 partner universities
GeM Consortium

GeM Components

15 Courses in English language

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Using the commercial IT-platform 'Blackboard'

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

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
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

International Co-operation and Networking

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
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!

…. Questions, Comments, Complaints

Thank you very much for your attention!

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