

BUSINESS & INFORMATION SYSTEMS ENGINEERING

The International Journal of WIRTSCHAFTSINFORMATIK

The journal is receptive to research results from the field of business and information systems engineering as well as cutting-edge business practice findings. Specific solutions for application systems are published only if they serve as a model for other fields of application.

The journal also covers important peripheral areas if developments in the narrower sphere of business and information systems engineering are substantially affected. Examples are the impact of computer science on business, individuals, and society as well as issues regarding training and further education.

The journal publishes original research papers. All papers undergo a thorough double-blind review process. Some issues are devoted to a special focus.

The section BISE – Research Paper splits into the following departments (department editors in brackets):

1. Business Engineering and Theories of BISE Design (Winter, Pries-Heje, Goul)
2. Information Systems Engineering (Müller, Lin, Echizen)
3. Information Systems Management & Operations (Bichler, Bhattacharya)
4. Theories for BISE (Heinzl, Leidner)

Besides, the journal is organized into the following sections (section editors in brackets):

- BISE – State of the Art (Buxmann)
- BISE – Catchword (Sinz)
- BISE – Profile (Heinzl)
- BISE – Discussion (Loos)

The journal's website <http://www.bise-journal.org> is managed by Detlef Schoder.

Editor-in-Chief

Hans Ulrich Buhl
FIM Research Center
Finance & Information Management
University of Augsburg
Universitätsstr. 12
86159 Augsburg, Germany
Phone +49 821 598-4801
Fax +49 821 598-4899
hans-ulrich.buhl@wiwi.uni-augsburg.de

Editorial Board

Scientific editors from non-German-speaking countries

Wil M. P. van der Aalst
Eindhoven University of Technology
(The Netherlands)

Witold Abramowicz
Poznan University of Economics (Poland)

Richard Baskerville
Georgia State University (USA)

Kamal Bhattacharya
IBM Watson Research Center (USA)

Isao Echizen
National Institute of Informatics (Japan)

Guy Gable
Queensland University of Technology
(Australia)

Mike Goul
Arizona State University (USA)

Alan R. Hevner
University of South Florida (USA)

Uday Karmarkar
University of California, Los Angeles
(UCLA) (USA)

Dorothy Leidner
Baylor University (USA)

Kwei-Jay Lin
University of California, Irvine (USA)

Kalle Lyytinen
Case Western Reserve University (USA)

Marco de Marco
Università Cattolica del Sacro Cuore (Italy)

Jan Pries-Heje
Roskilde University (Denmark)

Scientific editors from German-speaking countries

Hans-Jürgen Appelrath
University of Oldenburg

Jörg Becker
University of Münster

Martin Bichler
TU Munich

Peter Buxmann
TU Darmstadt

Torsten Eymann
University of Bayreuth

Ulrich Frank
University of Duisburg-Essen

Andreas Gadatsch
Bonn-Rhein-Sieg University
of Applied Sciences

Oliver Günther
Humboldt University Berlin

Armin Heinzl
University of Mannheim

Georg R. Hofmann
University of Applied Sciences
of Aschaffenburg

Matthias Jarke
RWTH Aachen University

Dimitris Karagiannis
University of Vienna

Stefan Kirn
University of Hohenheim

Wolfgang König
University of Frankfurt (senior editor)

Peter Loos
Saarland University

Günter Müller
University of Freiburg

Andreas Oberweis
University of Karlsruhe (TH)

Detlef Schoder
University of Cologne

Elmar Sinz
University of Bamberg (senior editor)

Martin Spann
University of Passau

Stefan Voß
University of Hamburg

Christof Weinhardt
University of Karlsruhe (TH)

Robert Winter
University of St. Gallen

Editors from industry

Frank Annuscheit
Commerzbank AG, Frankfurt (Main)

Udo Bub
Deutsche Telekom Laboratories, Berlin

Frank Riemensperger
Accenture GmbH, Kronberg

Martin Jetter
IBM Deutschland GmbH, Stuttgart

Jürgen Laartz
McKinsey & Company, Inc., Düsseldorf

Hermann-Josef Lamberti
Deutsche Bank AG, Frankfurt (Main)

Ralf Schneider
Allianz Deutschland AG, Munich

Detlef Exner
DB Systel GmbH, Frankfurt (Main)

Peter Zencke
SAP AG, Walldorf

Hans-Georg Zimmermann
Siemens AG, Munich

Advisory Board

Paolo Goes
University of Arizona (USA)

Rudy Hirschheim
Louisiana State University (USA)

Ramayya Krishnan
Carnegie Mellon University (USA)

Barrie Nault
University of Calgary (Canada)

Carol Saunders
University of Central Florida (USA)

Editorial Staff

Ulrich Hasenkamp, Elizaveta Kozlova,
Ivonne Kröschel, Susan Bickel
University of Marburg
35032 Marburg, Germany
Phone +49 6421 28-23894
Fax +49 6421 28-26554
editorialstaff@bise-journal.org

Quirin Görz
Dennis Diepold
Maximilian Röglinger
Universität Augsburg
wirtschaftsinformatik@fim-online.eu

<http://www.bise-journal.org>

BUSINESS & INFORMATION SYSTEMS ENGINEERING

The International Journal of WIRTSCHAFTSINFORMATIK

Volume 2 | Issue 3 | June 2010

<http://www.bise-journal.org>

The journal has been published since 1959 under the following titles:

1959–1970, volumes 1–12:
elektronische Datenverarbeitung

1971–1989, volumes 13–31:
Angewandte Informatik

1990–2008, volumes 32–50:
WIRTSCHAFTSINFORMATIK

as from 2009, volume 51:
WIRTSCHAFTSINFORMATIK
(German, ISSN 0937-6429)

as from 2009, volume 1:
Business & Information Systems Engineering – The International Journal of WIRTSCHAFTSINFORMATIK (English, eISSN 1867-0202).

An identical (cover-to-cover) German-language translation of this e-journal, entitled WIRTSCHAFTSINFORMATIK (ISSN 0937-6429), published by Gabler Publishing, is available in print, via <http://www.springerlink.com>, and <http://www.wirtschaftsinformatik.de>.

Editors-in-Chief

Hans Konrad Schuff:	1959–1968
Paul Schmitz:	1969–1991
Norbert Szyperski:	1971–1991
Peter Mertens:	1990–2000
Ulrich Hasenkamp:	1992–2000
Wolfgang König:	1998–2008
Hans Ulrich Buhl:	since 2006

Guidelines for authors

Detailed information on how to submit manuscripts can be found on <http://www.bise-journal.org>. If there are any further questions please do not hesitate to contact the editorial staff.

Imprint

Gabler Verlag | Springer Fachmedien
Wiesbaden GmbH
Abraham-Lincoln-Straße 46
65189 Wiesbaden, Germany
<http://www.bise-journal.org>
Amtsgericht Wiesbaden, HRB 9754
USt-IdNr. DE811148419

Gabler is a brand of Springer Fachmedien.
Springer Fachmedien is part of
Springer Science+Business Media

Managing Directors:

Dr. Ralf Birkelbach (Chairman), Armin Gross,
Albrecht F. Schirmacher

Director Sales: Gabriel Göttlinger
General Manager Advertising: Armin Gross
Director Production: Christian Staral
Senior Publishing Editor: Maria Akhavan
Editorial Department: Peter Pagel

Subscription Office

Renate Vies
Phone +49 5241 801692
Fax +49 5241 809620
E-mail: renate.vies@bertelsmann.de
Only for GI-Members: Andrea Schlaus
Phone +49 228 302-153
E-mail: andrea.schlaus@gi-ev.de

Marketing

Jens Fischer
Phone +49 611 7878-340
E-mail: jens.fischer@springer.com

Advertising Manager

Annette Oberländer-Renner
Phone +49 611 7878-139
Fax +49 611 7878-430
E-mail: annette.renner@gwv-media.de

AdPlacement

Michaela Friedt
Phone +49 611 7878-618
Fax +49 611 7878-443
E-mail: michaela.friedt@gwv-media.de

Publishing | Subscription BISE

Published six times per year, fixed annual subscription rate for foreign countries: Individual subscription 254,- Euro (approx. US \$ 357.-), institutional subscription 324,- Euro (approx. US \$ 456.-). Fixed annual subscription rate for Germany: Individual subscription 243,- Euro, institutional subscription 313,- Euro. Payment on receipt of invoice. Subscriptions can be cancelled at any time before the next issue. This must be done in writing, with indication of the client number. There will be no confirmation. Overpaid amounts for undelivered issues will be refunded.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means: electronic, magnetic tape, mechanical, photocopying, recording or otherwise, without permission in writing from the publisher.

Production

Ria Scheuermann, Phone +49 6221 487-8676
E-mail: ria.scheuermann@springer.com

Typesetter

VTEX Ltd., Vilnius, Lithuania

Printer

Stürtz GmbH, Würzburg, Germany

© Gabler is a brand of Springer Fachmedien, Wiesbaden 2010
Springer Fachmedien is part of
Springer Science+Business Media

Printed in Germany

eISSN (online) 1867-0202
ISSN (print) 0937-6429