Harmonizing Technology with Society

panel discussion

Thomas Mueck
Vienna University of Technology, Austria
Thomas Mueck

- doctorate in business informatics from Vienna University
- until 2003 associate professor at Vienna University
- currently COO (operations management and controlling) of the Austrian Social Insurance for Business and
- adjunct professor at Vienna University of Technology

**current research:**
- IT strategy
- technical and management aspects of e-health
Important factors for new IS for social innovation

• ranking the four key factors as proposed by Koichiro Hayashi
  • 1. Moral
  • 2. Legal System
  • 3. Management
  • 4. Technology
Role of social scientist

• what is it?

  to bridge the gap between technology and society „at large“ (politics, NGO, media, …)

• why?

  to gain maximum acceptance within the intended user community