



Vienna University of Technology

Harmonizing Technology with Society

panel discussion

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- 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