

Digital Transformation Project (DTP) Kick-Off

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Chair for Information Systems - Innovation & Value Creation
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Lecturers and Supervisors

Who to contact



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- 1 Chair Overview & Introduction
 - 2 Course Outline & Format
 - 3 Cases

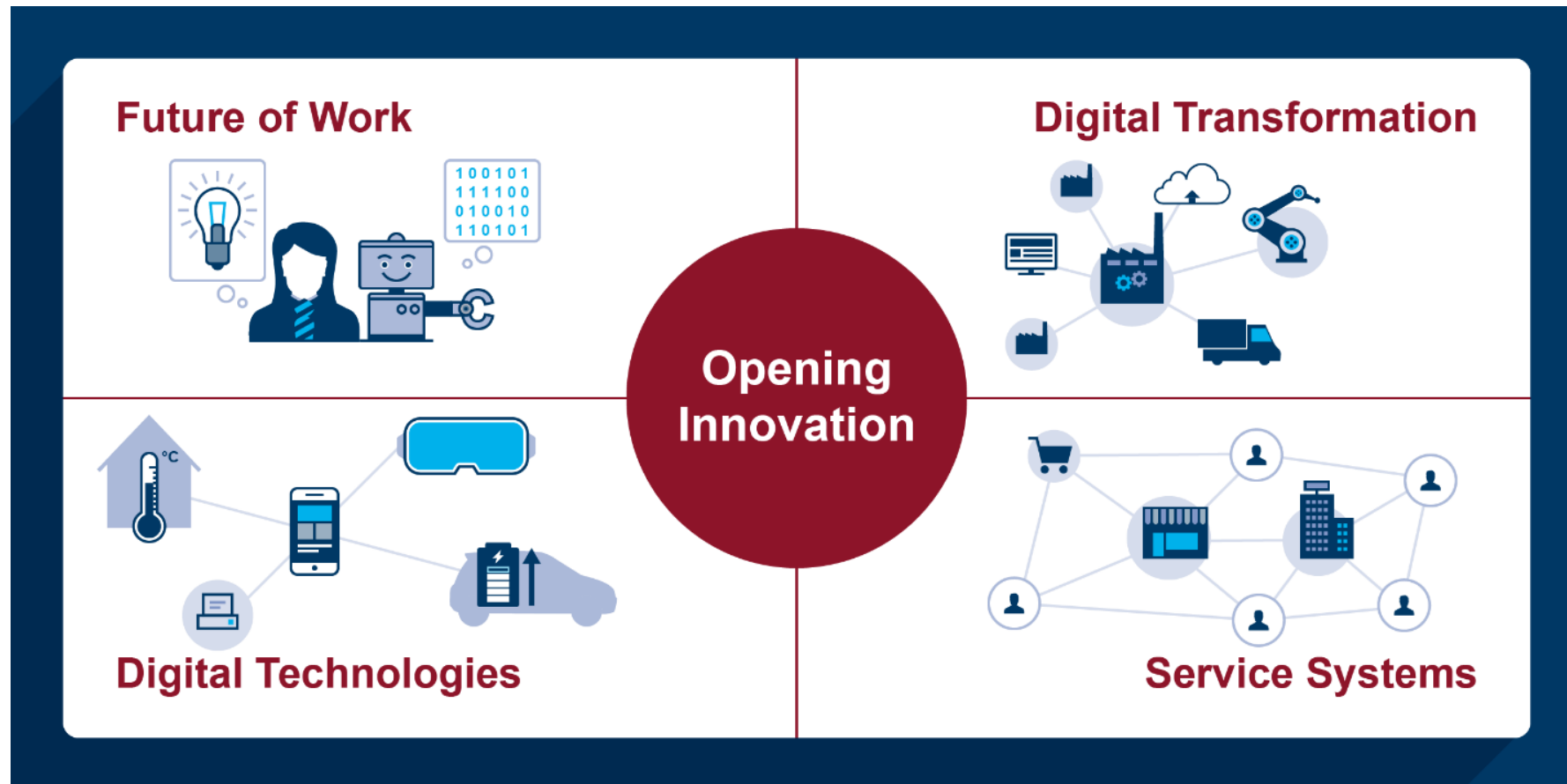
1 Chair Overview & Introduction

2 Course Outline & Format

3 Cases

Our research focus at Wi1

Topics and perspectives



Wi1 Team

Who are the people of Wi1

Wi1 Team



Prof. Dr. Kathrin M. Möslein
Chair



Prof. Dr. Angela Roth
Co-Chair



Monika Hanisch
Office Management / General
Questions



**Julius Kirschbaum,
M. Sc.**
Doctoral Student



**Spyridon Georg
Kostas, M. Sc.**
Research Associate and
Doctoral Student



Nina Lugmair, M. Sc.
Research Associate and
Doctoral Student



Moritz Müller, MBA
Doctoral Student



**Matthias Raß,
Dipl.-Kfm.**
Doctoral Student



Dr. Natalie Breutner
Postdoctoral Researcher



Dr. Sascha Julian Oks
Postdoctoral Researcher



Dr. Tim Posselt
Postdoctoral Researcher



Joni Riihimäki, M.Sc.
Research Associate and
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Peter Schopf
Doctoral Student



**Timon
Sengewald, M. Sc.**
Research Associate and
Doctoral Student



Marc Stickdorn
Doctoral Student



Eike Trost
Doctoral Student



Timucin Yapar
Research Associate



Khaoula Behi, M.IM.
Doctoral Student



**Matthias
Förster, M. Sc.**
Doctoral Student



**Layla Hajjam-
Demir, M.Sc.**
Research Associate and
Doctoral Student



Tizian Kernstock



Janik Wadlinger, M.Sc.
Doctoral Student



Nina Walker
Doctoral Student



**Matthäus Wilga,
M.Sc., M.Sc.**
Research Associate and Doctoral
Student

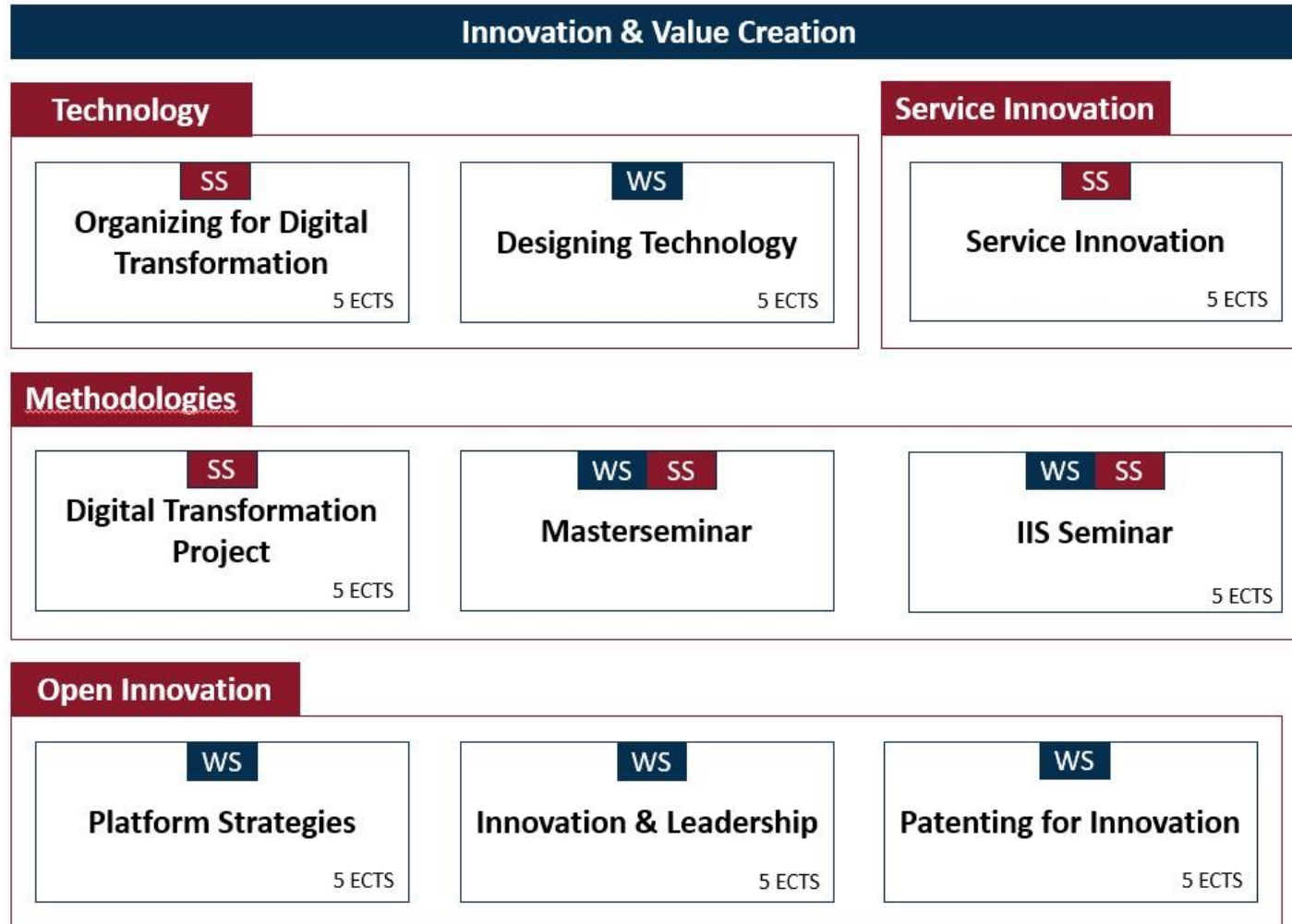


Larisa Zaburdaeva, M.Sc.
Doctoral Student

Research Projects at Wi1

What we work on





Master Courses - Summer Semester

- [Digital Transformation Project](#)
- [IIS Seminar](#)
- [Masterseminar](#)
- [Service Innovation](#)

Master Courses - Winter Semester

- [Designing Technology](#)
- [IIS Seminar](#)
- [Innovation and Leadership](#)
- [Masterseminar](#)
- [Patenting for Innovation](#)
- [Platform Strategies](#)

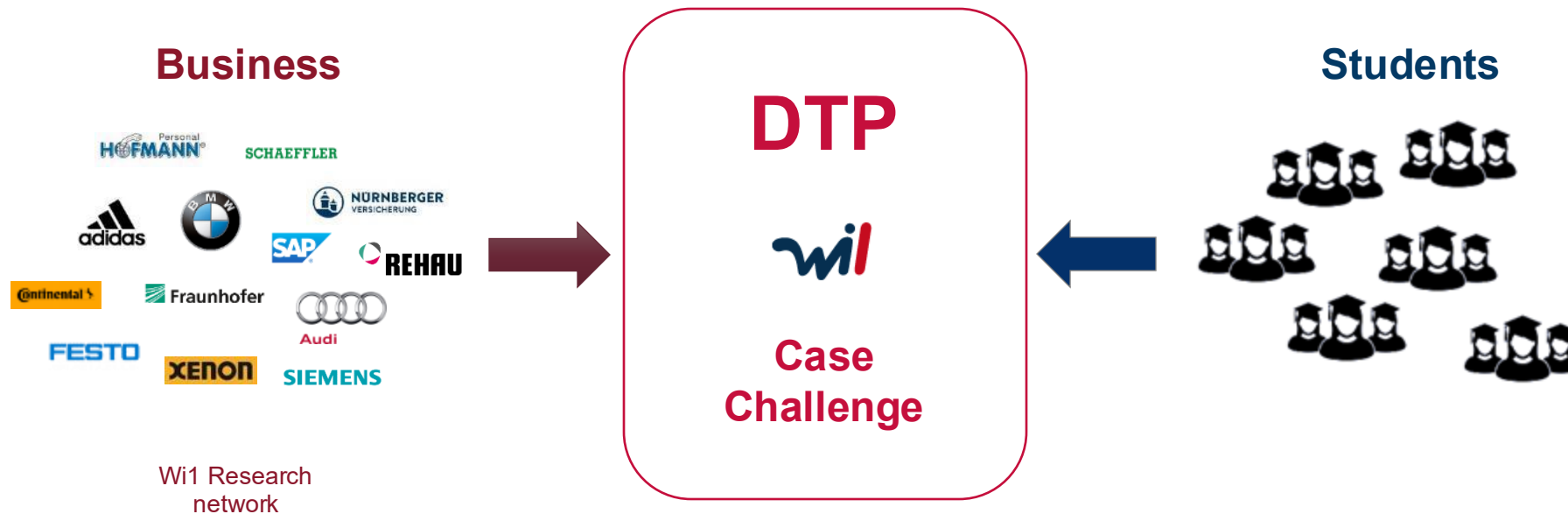
1 Chair Overview & Introduction

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3 Cases

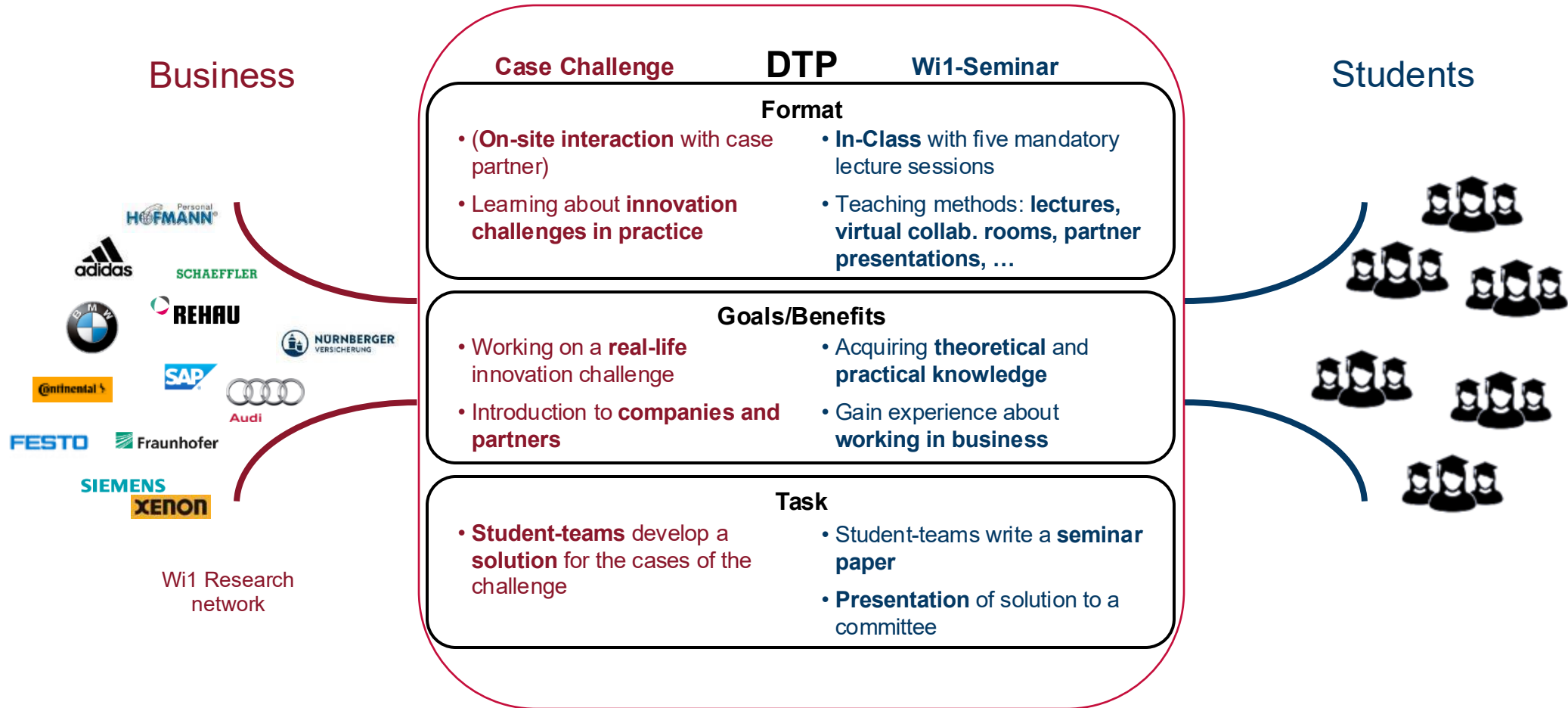
General Concept

The course setting



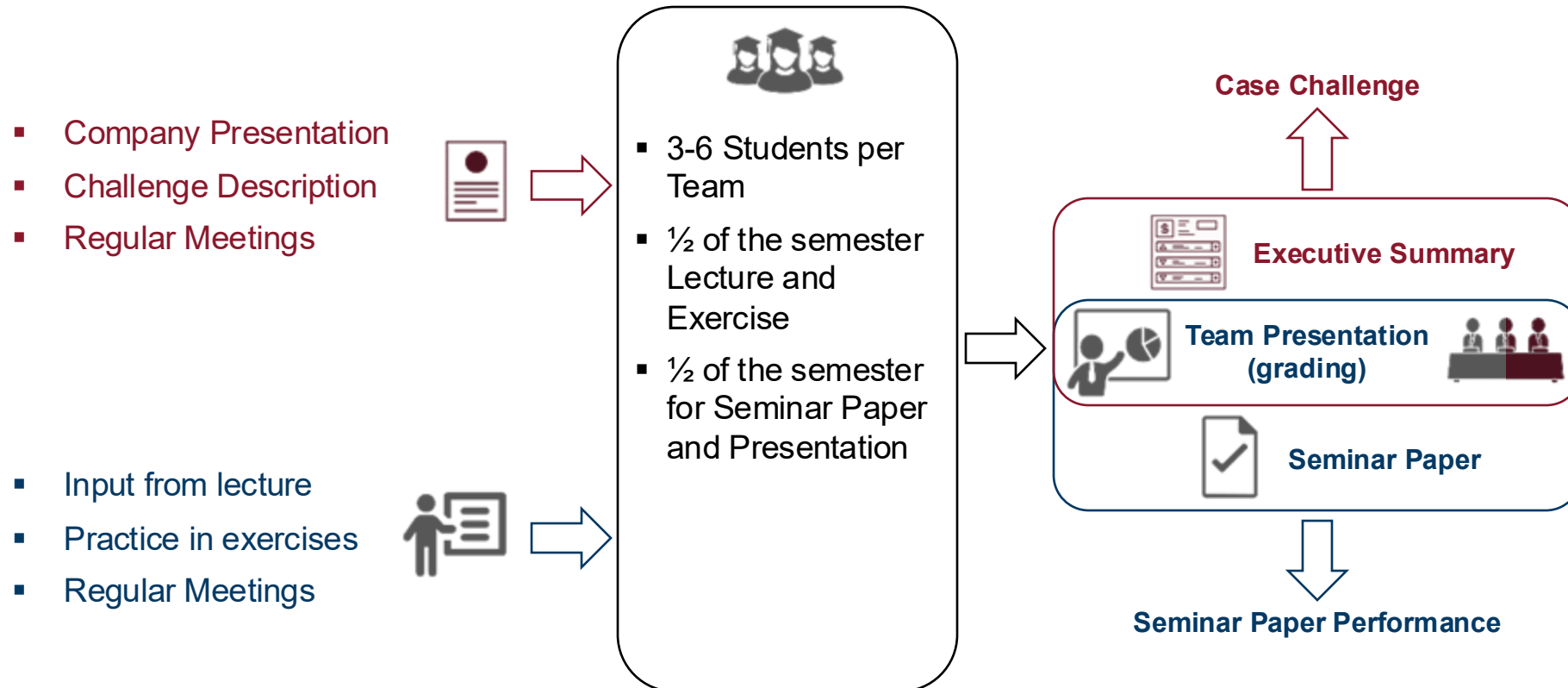
General Concept

How it works



General Concept

How it works



The Syllabus

All you need to know about the course



Chair of Information Systems -
Innovation & Value Creation



Friedrich-Alexander-Universität
Fachbereich Wirtschafts- und
Sozialwissenschaften | WiSo

Digital Transformation Project (DTP)

Prof. Dr. Angela Roth

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Layla Hajjam-Demir | layla.hajjam-demir@fau.de

Summer Term 2025

Syllabus

www.wi1.fau.de | Lange Gasse 20, 90403 Nürnberg



www.wi1.fau.de

Exam Registration:

After the kick-off, you have **4 days** to decide to take the course. Due to the format of the course, a drop-out from the course is **not** possible.

Latest
27.04.24 – 23:59

Examination:

The course grade will be determined based on the following mode of evaluation:

- Presentation (partly group work) (2,5 ECTS)
- Seminar Paper (partly group work) (2,5 ECTS)

Examination Dates: (Deadlines)

Presentation	Seminar Paper
30.07.24 - 13:15	20.08.24 - 23:55

These measures are independent of the group size.

Scope of the paper

- The length of the paper should be between 20-30 pages, which is measured by word count. This corresponds to 6,500-10,000 words.
- Templates are on the website
- In addition, we will have a whole “how to write seminar papers” session

Scope of the presentation

- The duration of the presentation should be within 20 min +/- 2 min
- All the presenters should have more or less equal length of speaking time
- In the last session, we focus on “presentation skills” and “how to present in business”

What is plagiarism?

- Plagiarism is the unauthorized use or close imitation of the language and thoughts of another author and the representation thereof as one's own original work

There is a zero-tolerance policy for plagiarism!

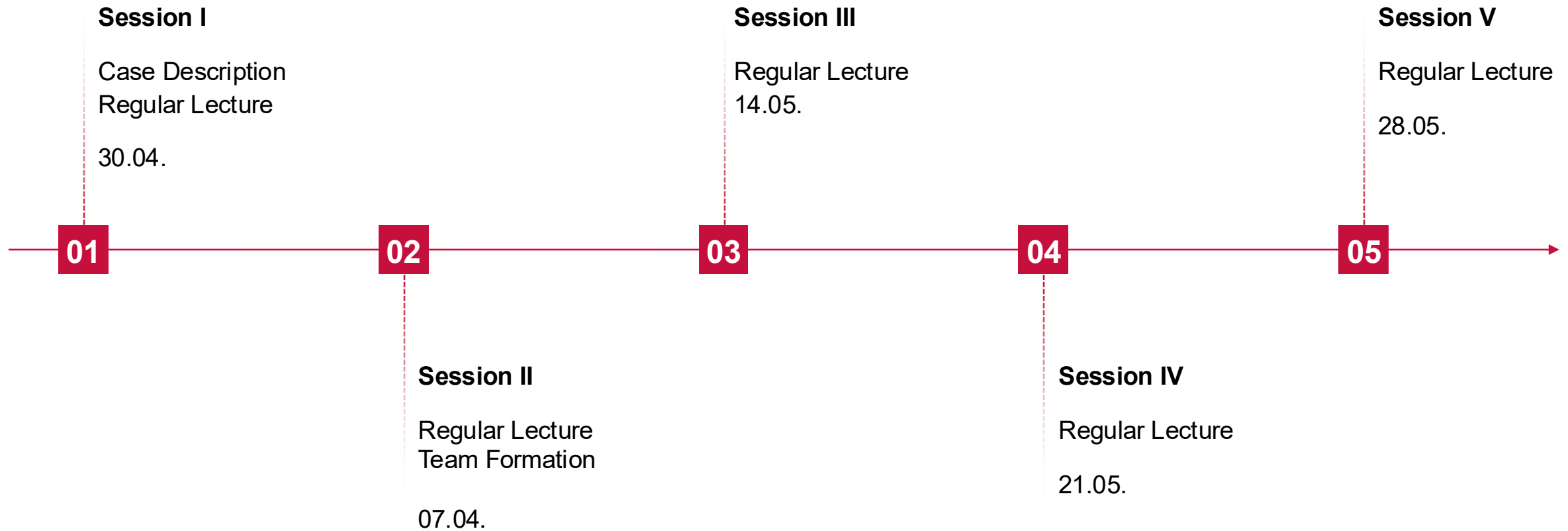
- Each assignment will be checked for plagiarism using a variety of methods
- Any case of plagiarism will be reported to the board of examiners

Consequences of plagiarism

- The final grade will be a 5.0
- The paper containing suspected plagiarism will be forwarded to the board of examiners, who will decide about further consequences. Plagiarism is a serious offense that can lead to severe consequences like removal from the register of students

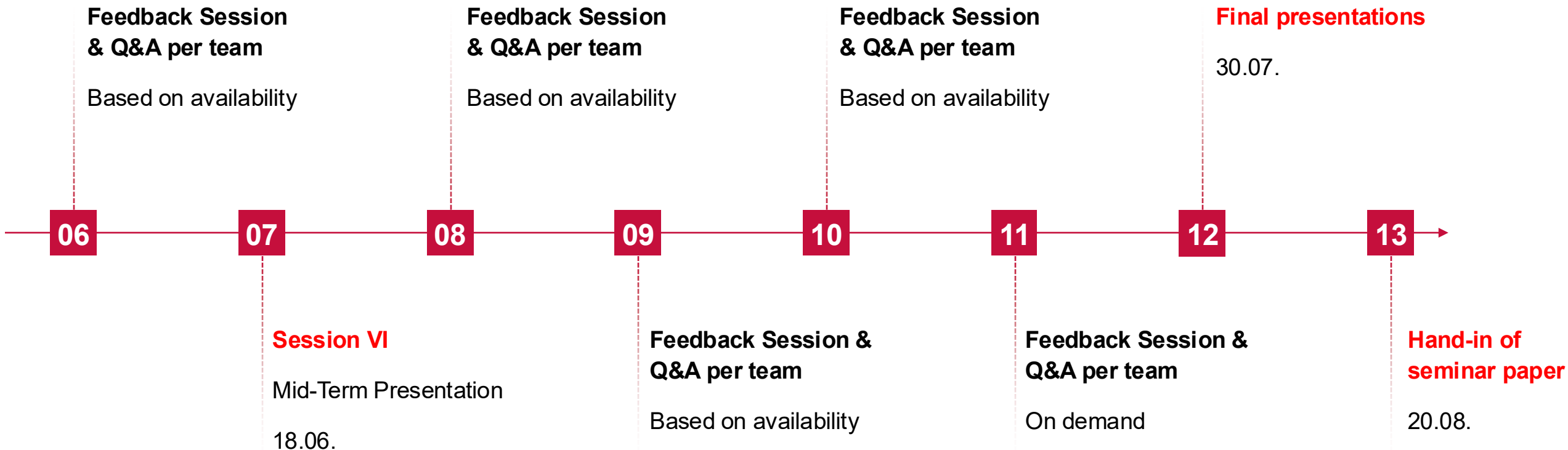
Course Schedule

Lecture dates



Course Schedule

Feedback sessions and examination



Course Content Overview

DTP sessions in your calendar



Welcome to the Digital Transformation Project in summer term 2025

IMPORTANT NOTICE: After the kick-off, you have till 27.04 to decide to take the course. Everyone who joins the first session will be registered for the exams.

Note: Only students, who are registered for the examination in campo on the examination date, are allowed to take part in the examination and will consequently receive a grade for the course in campo. Students not registered for the examination will not receive a grade, regardless of their participation in the examination. Consequently, also retroactive registrations done by the chair, the entry of grades in a later semester or the issuance of a grade certificate are ruled out in such cases.

Course overview

General Information	
Time:	Wednesdays, 13:15 - 16:30
Location:	Room LG 0.142 (WiSo, Lange Gasse 20, 90403 Nuremberg)
Examination:	Presentation (2.5 ECTS): 31.07.24 – 13:15 (75081)
See the syllabus for more info	Seminar Paper (2.5 ECTS): 21.08.24 – 23:55 (75082)
Course type:	Lecture with Case Competition

Lecturers



Joni Riihimäki

[Send Mail](#)



Layla Hajjam-Demir

Calendar

< Apr 2025 >

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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Questions?

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3 **Cases**

CITIZEN-DRIVEN INNOVATION



What is Co-creation?

What chatbots have to say



ChatGPT

Co-creation is a **collaborative process** where **multiple stakeholders**—like customers, employees, citizens, or partners—actively contribute to the **design, development, or improvement** of products, services, or solutions. Instead of being passive recipients, they become **creative** participants.

Perplexity.ai

Co-creation is a **collaborative process** in which **multiple stakeholders**—such as companies, customers, employees, partners, or even citizens—**work together** to develop new products, services, solutions, or ideas. The core principle is that value is generated not just by the organization alone, but through the **active involvement** and **input of external participants** throughout the entire development process

Consensus

Co-creation is a **collaborative process** where **multiple stakeholders**, such as customers, employees, or community members, **actively participate** in creating or improving products, services, or experiences. This approach **leverages the collective expertise** and **insights** of these parties to enhance outcomes across various fields, including marketing, public health, and education.

What is Citizen-driven Innovation?

What chatbots have to say

ChatGPT

Citizen-driven innovation refers to the process where **ordinary citizens** actively participate in **identifying problems, generating ideas, and developing solutions** to address societal challenges. It shifts innovation from being the sole domain of governments, corporations, or experts to include **grassroots contributions**, encouraging **collaborative, inclusive**, and often **bottom-up approaches**.

Consensus

Citizen-driven innovation refers to the process where **citizens** actively participate in the **innovation process**, often in collaboration with public authorities, to **address societal challenges** and **improve urban environments**. This approach emphasizes the role of citizens as **key innovators** and **problem solvers**, leveraging their unique insights and creativity.

Perplexity.ai

Citizen-driven innovation refers to the process where **ordinary citizens** actively participate in **identifying problems, generating ideas, and co-creating solutions** that address **societal needs**, often in collaboration with public institutions, businesses, and other stakeholders. Unlike traditional top-down innovation models, citizen-driven innovation emphasizes **inclusivity, co-creation**, and the **direct involvement of people** from diverse backgrounds in all stages of the innovation process—from ideation to implementation and evaluation

Case Overview

Multiple topics arise within each case

ROBIN

FAU



Value creation through public innovation tools

- Benefits analysis
- Benefit relevance
- Improvement areas



Digital innovation platform as a public service

- Concept development
- Legal and governance
- Integration and establishment



Communicating citizen-driven innovation

- Review communication strategies
- Develop communication materials
- Select communication channels

Thank you for your attention!



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