

Digital Business

A Research Field at FH Upper Austria Steyr Campus

Research Topics

- » Omnichannel commerce, mobile commerce, connected retail
- » Advertising, brands and consumer behaviour
- » Social semantic web, opinion mining and linked data
- » User experience, usability engineering, social computing
- » Digital innovation and social enterprise
- » Business models and entrepreneurship in digital business
- » Green IT and cloud computing
- » Physiological effects of human-computer interaction
- » Technostress, virtual agents and user behaviour

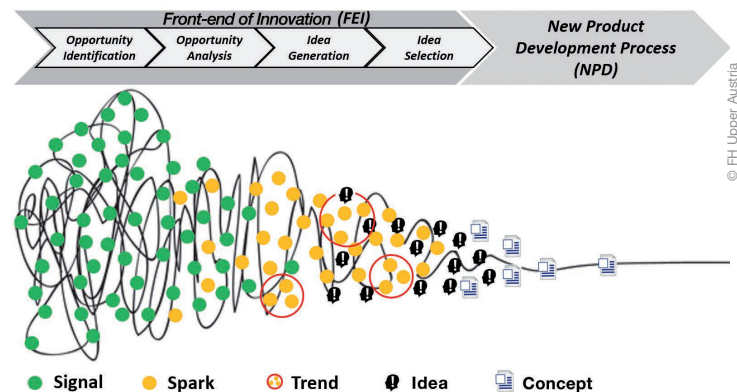
Innovative solutions for economy and society in a digital world! The fast development of digital media influences the economy as well as society in a significant way. It is essential to explore this phenomenon in order to develop sustainable concepts and technologies based on this perception.

In addition to marketing in the digital world, the focus of this research department is the internet as a business as well as the information and decision-making behaviour in online environments. The methodical spectrum ranges from traditional methods of empirical social research to innovative methods of cognitive neurosciences.

Flagship Projects

InnoStrategy 2.0: Open Innovation Processes at the Front-end of Innovation

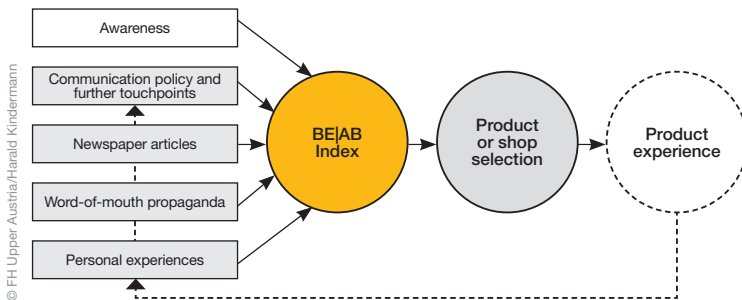
Together with the companies Doka, Fronius, Pöttinger and Smartpoint and the Dublin City University, corporate foresight methods – such as bibliometric, scenario planning, trend monitoring, etc. – were implemented for the early phases of the innovation process. The "Strategic Front-end of Innovation" was converted into a software platform and implemented in the companies. This is to establish the link between company strategy and operational innovation management.



Web & Mobile Usability Studies

Due to the growing complexity of user interfaces, their usability and user experience are becoming increasingly important on the web just as on mobile devices (e.g. smartphones, tablets). Researchers are therefore concerned with the analysis and assessment of the usability of these interfaces in the context of electronic and mobile commerce, web appearances, mobile websites, etc. Usability and UX studies are therefore also provided to the economic world by means of research co-operation.

BE|AB Index: A Measuring Model for Ascertaining Brand Equity
By integrating the neurosciences into theories of consumer behaviour, new insights into brand equity measurement are achieved.



kNOW-LINE: Understanding the Customer Journey for No-Line Commerce

The overall aim of the kNOW-LINE exploratory study was to investigate technical possibilities for analysing customer behaviour along the customer journey. The project focused on gathering, integrating, and analysing data on customer activities in order to better understand customer behaviour and underlying decision-making processes.

In a needs analysis, the requests of trade companies were collected by means of interviews. Building on this, the research group analysed the research gaps in data analysis methods and information and communication technology. For the implementation of a customer journey analytics tool, the legal framework was also determined and possible business models were evaluated.



Digital Stress in Business – Theory and Evidence

With the help of surveying instruments and physiological measuring methods, the study examines how negative effects of the increasing digitization in companies can be weakened or even avoided completely in the future.

Doctoral Programme "Digital Business International"

The doctoral programme „Digital Business International“ is a joint initiative of the Upper Austrian University of Applied Sciences (FH Upper Austria) and the Johannes Kepler University Linz (JKU Linz) together with the regional government of Upper Austria.

kNOW-LINE (programme ICT of the future) and InnoStrategy 2.0 (programme BRIDGE) were funded by the Federal Ministry of Transport, Innovation and Technology (bmvit).

Research & Development at FH Upper Austria

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More than **440 researchers** at FH Upper Austria use their expertise within **17 thematic areas.**

A total of **€ 17,34 million** of research funding is available per year, with almost **350 ongoing national and international projects** being financed.



We cooperate with about **630 partners** from industry and business.

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