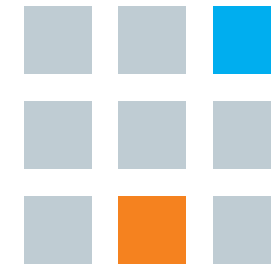
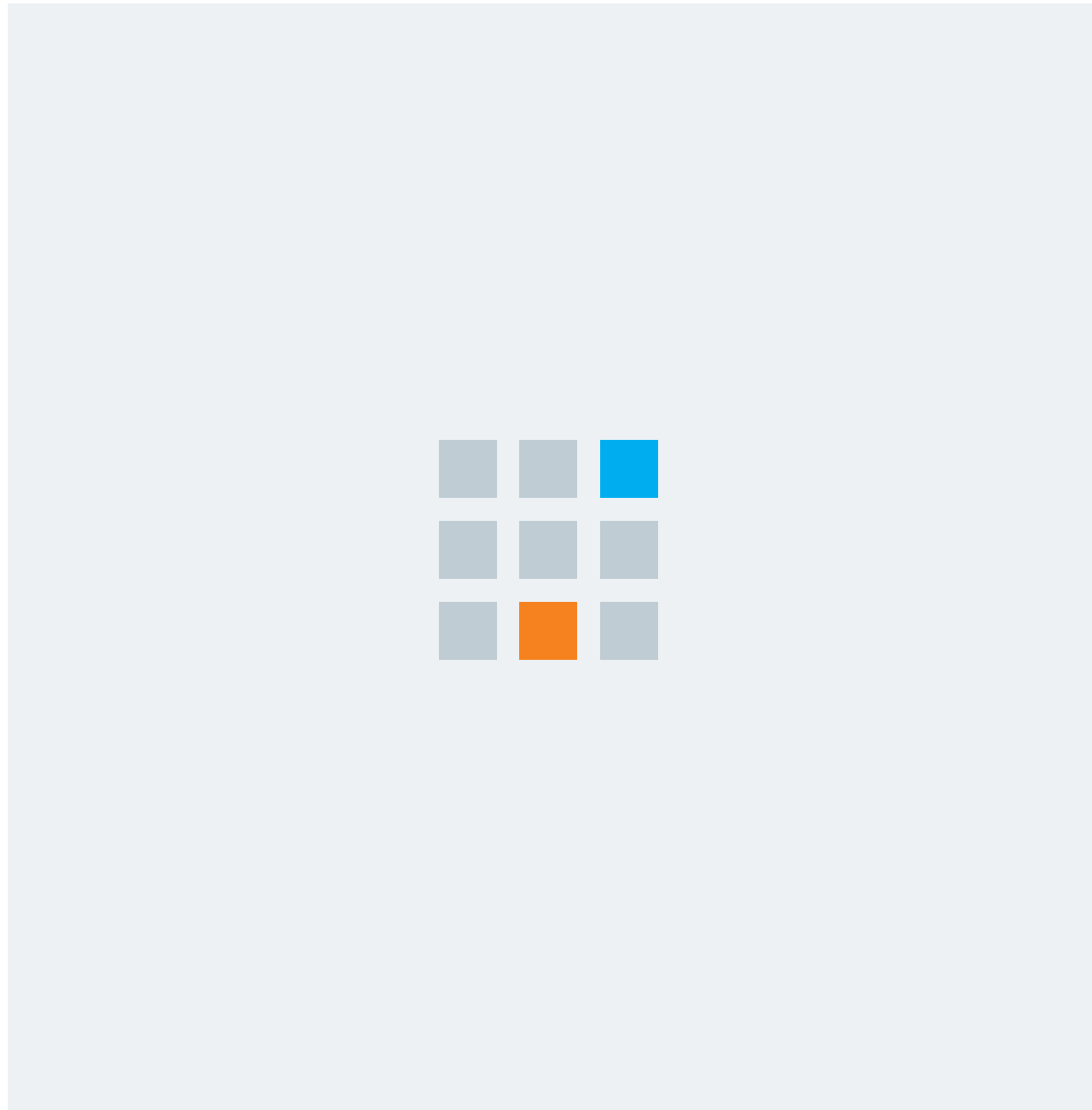


[www.know-center.at](http://www.know-center.at)

[www.i-know.at](http://www.i-know.at)

[www.i-semantics.at](http://www.i-semantics.at)



**I-KNOW**

9<sup>th</sup> International Conference  
on Knowledge Management  
and Knowledge Technologies

**Know**  
center . graz

**I-semantics**

5<sup>th</sup> International Conference  
on Semantic Systems

Messe Congress Graz – Austria 2–4 September 2009

Program **09**

Overview	Registration	Ground Transportation Train & Airport	Refreshments	Welcome Reception	Social Event
<p>General Information 2–3                      Wednesday 4–9                      Thursday 10–13                      Friday 14–16                      Short Papers 17                      Conference Map 18–19</p>	<p>The registration desk is located on basement-level in the foyer of the Conference Venue. Service times are as follows:</p> <p>Wednesday, 2 Sept. 8.00–18.00                      Thursday, 3 Sept. 8.00–18.00                      Friday, 4 Sept. 9.00–15.00</p> <p>On the first day we offer «Fast-Registration-Counters» for all participants who registered online and who have already paid the conference fees.</p>	<p>Graz has a convenient public transportation system. The main junction is «Jakominiplatz» in downtown Graz. From there, every location can easily be reached by public transport. A one-hour ticket costs EUR 1,90. For further information about public transportation contact our registration desk.</p> <p>Alternatively, taxis are available. A one-way fare from the conference location to the central station is about EUR 15,00, the fare to Graz Airport is about EUR 20,00. Taxis can be called by phone. Dial +43 (0) 316 878 for a local taxi center. For further information contact our registration desk.</p>	<p>Coffee, tea, cold drinks and snacks are available during coffee breaks at the coffee break area.</p> <p>A warm and cold buffet will be served during lunchtime.</p>	<p>2 September, 19.30–22.30                      iKU, Restaurant of Kunsthaus Graz                      Lendkai 1, 8020 Graz</p> <p>Guided tour from Conference Venue to Welcome Reception at 19.00</p>	<p>3 September, Conference Venue                      Show Act 19.00–19.30                      Gala Dinner 19.30–00.30</p> <p>We are pleased to invite you to our Gala Dinner at the Conference Venue on Thursday. We are happy to offer you fine local specialities from a dinner buffet, drinks and cocktails as well as live music.</p> <p>Please do not forget your name badge!</p>
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 15%;">    </div> <div style="width: 15%;">   </div> <div style="width: 15%;">   </div> <div style="width: 15%;">    </div> <div style="width: 15%;">   </div> <div style="width: 30%; text-align: right;"> <p><b>Further Information</b></p> <p>The registration desk welcomes any question. Do not hesitate to contact any Know-Center staff member for immediate help or assistance.</p> </div> </div>					

	Room 3	Room 4	Room 11A	Room 11B	Room 12A	Room 10	Room 12B
08.00–09.00	Registration (Registration Desk)						
09.00–09.30	<b>Opening: Klaus Tochtermann (Know-Center, TU Graz) &amp; Hermann Maurer (TU Graz) – Room 1</b>						
09.30–10.30	<b>Keynote: Paolo Traverso (FBK, Italy) – Room 1</b> «Towards a Future Internet of Services and Content»						
10.30–11.00	Coffee Break						
Session starts at 11.00	<b>Knowledge Visualization</b>	<b>Knowledge Maturing</b>	<b>Pragmatic Web Conference Track</b>	<b>Social Semantic Web</b>	<b>Web 2.0 und Neue Medien</b>	<b>Wissenstag Österreich</b>	<b>semantisch – praktisch – gut Semantische Technologien im Einsatz</b>
30 min	A Visually Supported Interactive Risk Assessment Approach for Group Meetings <i>Remo Aslak Burkhard, Thomas Merz</i>	Knowledge Maturing at Workplaces of Knowledge Workers: Results of an Ethnographically Informed Study <i>Sally-Anne Barnes, Jenny Bimrose, Alan Brown, Daniela Feldkamp, Pablo Franzolini, Andreas Kaschig, Ronald Maier, Alexander Sandow, Stefan Thalmann, Christine Kunzmann, Tobias Nelkner</i>	Knowledge Practices, Epistemic Technology, and Pragmatic Web <i>Kai Hakkarainen, Ritva Engeström, Sami Paavola, Pasi Pohjola, Timo Honkela</i>	Towards a New Generation of Social Networks: Merging Social Web with Semantic Web <i>Liana Razmerita, Rokas Firantas, Martynas Jusevičius</i>	Bausteine für eine erfolgreiche Online Zukunft <i>Reinhard Neudorfer (Styria Media International AG)</i>	Wissensarbeit an der Schnittstelle zwischen Communities und Organisationen <i>Thomas Fundneider und Markus F. Peschl (ff consulting, Universität Wien)</i>	Modellieren statt Programmieren: Semantische Anwendungsmodellierung mit dem m2n Intelligence Management Framework <i>Wolfgang Groß (m2n)</i>
30 min	Drawing Distinctions: The Visualization of Classification <i>Martin J. Eppler, Peter Stoyko</i>	What is Organizational Knowledge Maturing and How Can It Be Assessed? <i>Uwe V. Riss, Hans Friedrich Witschel, Roman Brun, Barbara Thönssen</i>	An Interaction Design Perspective on the Pragmatic Web: Preliminary Thoughts <i>Heiko Hornung, M. Cecilia C. Baranauskas</i>	Towards a Collaborative Semantic Wiki-based Approach to IT Service Management <i>Frank Kleiner, Andreas Abecker</i>	Semantische Suche in Medienarchiven <i>Waltraud Wiedermann (APA Defacto)</i>	Ideenmanagement mit Kaizen – ein Modell um Wissen durch Ideen nutzbar zu machen <i>Alexandra Grafler (WissensAgentur)</i>	Semantische Patentanalyse und Competitive Intelligence in der voestalpine Stahl <i>Peter Atzmüller (voestalpine Stahl), Vedran Sabol (Know-Center)</i>
30 min	Requirements for Diagrammatic Knowledge Mapping Techniques <i>Heiko Haller, Andreas Abecker</i>	Applying Organizational Learning to Enterprise Knowledge Maturing <i>Andreas Martin, Roman Brun</i>	Ethnomethodology as an Influence on Community-Centred Design <i>John McAuley, Kevin Feeney, Dave Lewis</i>	An Open Distributed Middleware for the Semantic Web <i>Reto Krummenacher, Daniel Blunder, Elena Simperl, Michael Fried</i>	Micropublishing mit 1buch.com – Forum, Blog und twittern für einen echten Dialog mit unseren Kunden <i>Michael Schack (wissenmedia)</i>	Der Einsatz von semantischen Wikis in der öffentlichen Verwaltung am Beispiel der Plattform Verwaltungskooperation <i>Bernhard Krabina (KDZ – Zentrum für Verwaltungsforschung)</i>	Semantic Service Discovery und Orchestration am Beispiel des Virtual Company Dossier im Bundesministerium für Finanzen <i>Josef Makolm (BMF), Doris Ipsmiller (m2n)</i>
30 min		Understanding Maturity Models. Results of a Structured Content Analysis <i>Michael Kohlegger, Ronald Maier, Stefan Thalmann</i>	Value Modeling for the Pragmatic Web – the Case of Social Advertising <i>Hans Weigand</i>	Semantics to the Bookmarks: A Review of Social Semantic Bookmarking Systems <i>Simone Braun, Claudiu Schora, Valentin Zacharias</i>			
12.30–14.00	Lunch Break						

	Room 3	Room 4	Room 11A	Room 11B	Room 12A	Room 10	Room 12B
Session starts at 14.00	<b>Knowledge Visualization</b>	<b>Knowledge Sharing</b>	<b>Pragmatic Web Conference Track</b>	<b>Corporate Semantic Web</b>	<b>Corporate Web 2.0: Web 2.0 und Unternehmen</b>	<b>Wissenstag Österreich</b>	<b>Innovative Funktionen für E-Learning</b>
30 min	Patterns of Shape Design Sven Havemann, Dieter Fellner	Structured Knowledge Transfer for a Continuous Organisational Development: Methodology in Theory and Praxis Joe Namesnik	Reaching semantic agreements through interaction Manuel Atencia	A Knowledge Workbench for Software Development Dimitris Panagiotou, Gregoris Mentzas	Nokia: Von Gummistiefeln zum Internetservice OVI Martin Giesswein (Nokia)	Produktive WissensarbeiterInnen Robert Kana, Florian Kondert (.futurum exactum)	Automatische Erkennung des Benutzerkontextes am Arbeitsplatz Andreas Rath (Know-Center)
30 min	Visualizing Organizational Competences: Problems, Practices, Perspectives Alice Comi, Martin J. Eppler	Towards Need-driven Knowledge Sharing in Distributed Teams Hans-Jörg Happel	<b>Short Papers 14.30 – 15.30</b>  A Semiotic Framework for Ontology Development Elio Toppiano, Vito Roberto  Web 2.010 – Social Network «Make Difference Together» with Pragmatic Description of Projects in the Standard of European Commission's Framework Programme Alexander Zelitchenko	The European Dictionary of Skills and Competences (DISCO): An Example of Usage Scenarios for Ontologies Heidemarie Müller-Riedlhuber	Web Analyse in online Medien – Erfahrungen und Beweggründe zur Einführung eines gruppenweiten Web Analyse Werkzeuges in der Styria Media Group AG Peter Scheir, Christian Buchsteiner (Styria Media Group AG)	Wissensmanagement als Kundenbindungsinstrument Peter Deumlich (Infopark AG)	Intelligente Ad-hoc Erstellung von Lerninhalten mit semantischen Technologien Viktoria Pammer (TU Graz)
30 min		Work Experience Reuse in Pattern Based Task Management Ying Du, Uwe V. Riss, Emie Ong, Philip Taylor, Liming Chen, David Patterson, Hui Wang	Web 2.010 – Social Network «Make Difference Together» with Pragmatic Description of Projects in the Standard of European Commission's Framework Programme Alexander Zelitchenko	A Corporate Semantic Wiki for Scientific Workflows Adrian Paschke, Kia Teymourian, Ralph Heese, Markus Lukzac-Rösch	Web x.0 – Was bringt wirklich neuen Nutzen für Unternehmen? Herwig Rollett (Xohana)	Mit Knowledge Worker Teamrollen zum Erfolg! Joe Namesnik (iKnowledge GmbH)	Unternehmerisches Wissen: *Kooperation in inter- und intraorganisationalen sozialen Netzwerken Mario Ahnelt (Fraunhofer IGD Rostock)
30 min			Toward Pragmatic Dimensions of Knowledge Reuse and Learning on the Web Paola Di Maio		Online Marketing bei MindMeister – Lessons Learned Michael Hollauf (MindMeister)	WissensarbeiterInnen in der Wirtschaftskrise – gute Menschen in schlechtem System oder schlechte Menschen in gutem System? Harro Axel Thurner (ECA TPH Steuerberatung GmbH)	Innovatives E-Learning aus der Praxis Conny Christl (ISN)
15.30 – 17.00	Coffee Break		Defining a Pragmatic Based Web-service Discovery Mechanism Adrian Benfell, Kecheng Liu  Intention Broadcasting – A Model for Computer-Mediated Intention Sharing and Coordinating Richard von Kaufmann	Coffee Break			






	Room 3	Room 4	Room 11A	Room 11B	Room 12A	Room 10	
Session starts at 17.00	<b>Decision Making and Knowledge Management</b>	<b>Usage and Case-Studies</b>	<b>Pragmatic Web Conference Track</b>	<b>Corporate Semantic Web</b>	<b>Die Zukunft der Innovation</b>	<b>Wissenstag Österreich</b>	Session starts at 17.00
30 min	Towards a New Knowledge Management: Feelings in Action – The Significance of Emotions in Decision Processes Rainer P. Born, Eva Gatarik	Semantic Web Awareness Barometer 2009 – Comparing Research- and Application-oriented Approaches to Social Software and the Semantic Web Tassilo Pellegrini, Andreas Blumauer, Gisela Granitzer, Adrian Paschke, Markus Luczak-Rösch	Pragmatic Web Panel Discussion Roland Stamper, Jans Aasmann, Hans Weigand, Adrian Paschke  Invited Talk Ronald Stamper	Exchanging Knowledge in Concise Bounded Descriptions. An Approach to Support Collaborative Ontology Development in a Distributed Environment Fan Bai, Juergen Ziegler	Service Design – Dienstleistungen aus der Sicht des Kunden gestalten Roland Winkler (Institut für Innovations- und Trendforschung)	Die kreativen Puzzlesteine für die Steigerung der Wissensproduktivität in Banken Richard Pircher, Manfred della Schiava (Fachhochschule des bfi Wien, MdS Network GmbH)	30 min
30 min	Evaluating Success of Knowledge Management Systems – Lessons from the @SK! Case Gregor Beck, Leander Härter, Ronald Maier	Maturity and Applicability Assessment of Semantic Web Technologies Valentina Janev, Sanja Vraneš		Revision Support for Modeling Tasks, Topics and Skills Viktoria Pammer, Barbara Kump, Chiara Ghidini, Marco Rospocher, Luciano Serafini, Stefanie Lindstaedt	Innovation 2.0 – Kunden über Ideenwettbewerbe aktiv in den Innovationsprozess einbeziehen Anna Maria Köck, Oliver Vallant (TU Graz, Neurovation GmbH, Bravestone)	Produktive Wissensarbeit(er) – Herausforderungen und Gestaltungsmöglichkeiten Klaus North, Stefan Guldenberg (Fachhochschule Wiesbaden, Hochschule Lichtenstein)	30 min
30 min				Reengineering Patterns for Ontologizing the Business Processes Violeta Damjanovic	Erfolgsbeispiele aus der Praxis Reinhard Willfort (ISN – Innovation Service Network GmbH)	Vorstellung: DACH-Wissensmanagement-Glossar: Ein Community-übergreifendes Wissensmanagement-Grundverständnis entsteht Claudia Thurner (Know-Center, stv. für AK Wissensbilanz, BITKOM AK KEM, GFWM, PWM, SKMF, WM Forum Graz)	30 min
19.00–19.30	<b>Guided Tour from Conference Venue to Welcome Reception</b>						
19.30–22.30	<b>Welcome Reception at iKU, Restaurant of Kunsthaus Graz (www.kunsthhausgraz.at)</b>						

# Thursday

3 September

■ Presentations KNOW ■ Presentations SEMANTICS ■ Presentations Praxisforum

	Room 3	Room 4	Room 11A	Room 11B	Room 10	Room 12A	Room 12B	Room 5
08.00–09.30	Registration (Registration Desk)							
09.30–10.30	<b>Keynote: Eric Tsui (University of Hong Kong, China) – Room 1</b> «KM Education, Adoption and Research in Hong Kong: The KMRC Perspective»							
10.30–11.00	Coffee Break							
Session starts at 11.00	<b>Social Aspects of Knowledge Management</b>	<b>Tools (Knowledge Technologies)</b>	<b>Linked Data</b>	<b>Rules and Reasoning</b>	<b>Wissensmanagement – Erfolgsfaktoren im Projekt- und Qualitätsmanagement</b>	<b>Enterprise 2.0: Nutzen von Web 2.0 für die Wissensarbeit</b>	<b>Semantische Technologien in Unternehmen</b>	<b>Kick-Off Event of EATEL SIG ProTEL</b>
30 min	Improving Topic Exploration in the Blogosphere by Detecting Relevant Segments <i>Renato Domínguez García, Alexandru Berlea, Philipp Scholl, Doreen Böhnstedt, Christoph Rensing, Ralf Steinmetz</i>	SIVA Producer – A Modular Authoring System for Interactive Videos <i>Britta Meixner, Günther Hölbling, Florian Stegmaier, Harald Kosch, Franz Lehner, Martin Schmettow, Beate Siegel</i>	Can Software Developers Use Linked Data Vocabulary? <i>Matthias Quasthoff, Harald Sack, Christoph Meinel</i>	Boundary-based Module Extraction in Weakly Acyclic EL++ Ontologies: Theory Foundation and Preliminary Evaluation <i>Jun Fang, Lei Guo</i>	Knowledge Excellence – Erfolgsorientierung im Wissensmanagement <i>Werner Schachner (SUCCON)</i>	Corporate Social Networks – Nutzen in der aktuellen wirtschaftlichen Situation? <i>Bettina Kahlau (IBM)</i>	Endlich finden! Semantische Technologien für MS SharePoint <i>Hans-Peter Schnurr (Ontoprise)</i>	SIG Pro TEL, the Special Interest Group for Professional Technical Enhanced Learning, invites you to join in shaping and advancing the field of professional technology enhanced learning (ProTEL). Members of SIG Pro TEL are researchers, project managers, coordinators, business representatives, and policy makers engaged in EU funded projects addressing the challenges of professional learning. We invite you to join this workshop where we will discuss and plan activities of the SIG by exploring the upcoming questions with you. Organizers: Martin Wolpers (Fraunhofer FIT) Stefanie Lindstaedt (Know-Center)
30 min	Monitoring RSS Feeds <i>George Adam, Christos Bouras, Vassilis Pouloupoulos</i>	TEAM – A Knowledge Management System for Software Development Process <i>Ljiljana Stojanovic, Nenad Stojanovic</i>	Augmenting Video Search with Linked Open Data <i>Jörg Waitelonis, Harald Sack</i>	Rule Based Business Process Execution with BPEL+ <i>Adrian Paschke, Kia Teymourian</i>	Wissensmanagement im Qualitätsmanagement <i>Anni Koubek (Quality Austria)</i>	Mitarbeiter machen mit – Enterprise 2.0 bei ABB <i>Joachim Lindner (ABB)</i>	Semantische Technologie für die Informationslogistik <i>Jörg Wurzer (IQser)</i>	
30 min	Successful Initiating of Online Communities. An Analysis of Reports, Projects and Expert Interviews. <i>Sandra Schaffert, Diana Wieden-Bischof</i>	Framework for Analyzing and Clustering Short Message Database of Ideas <i>Mari-Sanna Paukkeri, Tanja Kotro</i>	Weaving Social E-Learning Platforms Into the Web of Linked Data <i>Selver Softic, Behnam Taraghi, Wolfgang Halb</i>	Towards a Corporate Semantic Web <i>Gökhan Caskun, Ralf Heese, Markus Luczak-Rösch, Radoslaw Oldakowski, Adrian Paschke, Ralph Schäfermeier, Olga Streibel</i>	Wissensmanagement im Projektmanagement <i>Stefan Plank (PMCC)</i>	Never stop thinking – Infineon goes wiki <i>Stefan Lukas (Infineon Technologies Austria)</i>	Semantic Web – Chancen für E-Commerce-Anbieter im Web of Data <i>Markus Linder (Smart Infosystems)</i>	
30 min	An Exploratory Study on the Explicitness of User Intentions in Digital Photo Retrieval <i>Christoph Kofler, Mathias Lux</i>	Modelling and Automatic Extracting of Contextual Semantic Annotations <i>Noureddine Mokhtari, Olivier Corby</i>	The Linked Data Value Chain: A Lightweight Model for Business Engineers <i>Atif Latif, Anwar Us Saeed, Patrick Hoefler, Alexander Stocker, Claudia Wagner</i>			Der Einsatz von Web 2.0 in der Internen Kommunikation <i>Ute Hennig</i>	SKOS Thesaurus Management mit dem PoolParty Server <i>Andreas Koller (punkt.netServices)</i>	
12.30–14.00	Lunch Break							

	Room 1	Room 10		Room 11A	Exhibition Area
	<b>International Cooperation-Event</b>	<b>Scientific Poster Session</b>		<b>International PhD-Student Cooperation-Event</b>	<b>Podiumsdiskussion Wissensmanagement</b>
	<p><b>14.00 – 18.00</b></p> <p>Meet potential collaboration partners from all over Europe in the fields of Knowledge Management, New Media Technologies and Semantic Systems!</p> <p>Get access to extensive technology expertise and new business channels!</p>   	<p><b>14.00 – 18.00</b></p> <p><b>Short Papers of I-KNOW and I-SEMANTICS</b></p> <p>For authors and titles see list on page 17</p>		<p><b>14.00 – 16.00</b></p> <p>Meet other PhD students from all over Europe researching in the multi-disciplinary field of knowledge management!</p> <ul style="list-style-type: none"> <li>- «Madness» presentation of selected PhD projects (5 min each!)</li> <li>- «Fishbowl» debate on opportunities and challenges of a PhD</li> <li>- Come together and Networking</li> </ul> 	<p><b>14.00 – 15.30</b></p> <p>Wissensmanagement in der österreichischen Praxis: Gemeinsamkeiten und Gegensätze im Projekt-, Prozess- und Qualitätsmanagement</p> <p>Diskutanten: Karl Wagner (GP) Axel Dick (Quality Austria) Stefan Plank (PMCC)</p> <p>Moderation: Werner Schachner (SUCCON)</p> 
	<h2>Social Event</h2>				
	<p>19.00 <b>Show Act</b></p> <p>19.30 <b>Gala Dinner at Conference Venue with EGON7 – Liveband Austria (www.egon7.com)</b></p>				

	Room 3	Room 4	Room 11A	Room 11B	Room 12A	Room 12B	
09.00–09.30	Registration (Registration Desk)						09.00–09.30
09.30–10.30	<b>Industry Keynote: Peter Kropsch (APA, Austria) – Room 1</b> «When Technology Are Drivers, Integrated Concepts Are Needed for Success!»						09.30–10.30
10.30–11.00	Coffee Break						10.30–11.00
Session starts at 11.00	<b>Knowledge Management and Learning</b>	<b>The Role of Semantic Technologies in Future Internet</b>	<b>Ontology Engineering and Management</b>	<b>Semantic Web Industry Day</b>	<b>Wissensmanagement in der Praxis</b>	<b>Wissensmanagement und Technologie</b>	Session starts at 11.00
30 min	Integrating Motivational Aspects into the Design of Informal Learning Support in Organizations <small>Christine Kunzmann, Andreas Schmidt, Volker Braun, David Czech, Benjamin Fletschinger, Silke Kohler, Verena Lüber</small>	The Role of Semantic Technologies in the Future Internet <small>Klaus Tochtermann (Know-Center, TU Graz)</small>	Ontology Change Management <small>Rim Djedidi, Marie-Aude Aufaure</small>	11.00–11.45 How to Benefit from Semantic Web Technologies – 4 scenarios <small>Tassilo Pellegrini (Semantic Web Company)</small>	GAMED – Ein Unternehmen wird zur Learning Community <small>Werner Schachner, Johannes Stimpfl (SUCCON, Gamed)</small>	Knowledge Management unter Scrum: Ein Erfahrungsbericht <small>Michael Mang (Bearingpoint)</small>	30 min
30 min	Why not Empower Knowledge Workers and Lifelong Learners to Develop their own Environments? <small>Felix Mädritscher, Fridolin Wild</small>	Highlights from the Future Internet Conference Berlin <small>Marco Pistore (FBK)</small>	SALERO Intelligent Media Annotation & Search <small>Wolfgang Weiss, Tobias Bürger, Robert Villa, Puniitha Swamy, Wolfgang Halb</small>	11.45–12.30 Semantic Content Integration – Meaningful Bridging of Content Islands <small>Georg Güntner (Salzburg NewMediaLab)</small>	GO Global! Best Practice für effektives Corporate Website Management in internationalen Unternehmen <small>Gabriele Steg (edicos)</small>	Collaboration und Workflowmanagement <small>Peter Lüttenberger (Hyperwave)</small>	30 min
30 min	Knowledge Management Issues in Teaching Extreme Programming <small>Sara Shahzad, Wolfgang Slany</small>	Mendeley – A Last.fm for Research? <small>Jan Reichelt (Mendeley)</small>			Erfahrungstransfer bei MAGNA Steyr Fahrzeugtechnik AG & Co KG – von der Idee bis zur Realisierung im IT-System <small>Manfred Pircher (Magna Steyr)</small>	Mehr Wissen durch vertikal-integriertes ganzheitliches Projektcontrolling <small>Gerald Mesaric (Onepoint)</small>	30 min
30 min	ChainGraph: A New Approach to Visualize Shared Properties in Resource Collections <small>Philipp Heim, Steffen Lohmann</small>	Geographical Information Retrieval and Toponym Disambiguation <small>Paolo Rosso (Universidad Politécnica de Valencia)</small>				Patentsuche – Die Menge macht's <small>Allan Hanbury (Information Retrieval Facility)</small>	30 min
12.30–14.00	Lunch Break						12.30–14.00

	Room 3	Room 11B	Exhibition Area
Session starts at 14.00	<b>Knowledge Management and Learning</b>	<b>Semantic Web Industry Day</b>	<b>Podiumsdiskussion Professors4Industry</b>
30 min	<b>A Placement Web-Service for Lifelong Learners</b> <small>Marco Kalz, Hendrik Drachsler, Wim van der Vegt, Jan van Bruggen, Christian Glahn, Rob Koper</small>	14.00 – 14.45 <b>Enterprise 2.0 and the Semantic Web</b> <small>Andreas Blumauer (Semantic Web Company)</small>	<b>Die dunklen Seiten des Wissensmanagements und Web 2.0</b>  <small>Diskutantinnen/Diskutanten: Prof. Andrea Back (Uni St. Gallen), Prof. emerit. Herbert Kraus (Uni Graz), Prof. Hermann Maurer (TU-Graz), Prof. Christa Womser-Hacker (Uni Hildesheim)</small>  <small>Moderation: Prof. Klaus Tochtermann (Know-Center, TU Graz)</small>
30 min	<b>Perspective and Contrast, Design Principles for Supporting Self-directed and Incidental Learning</b> <small>Christian Glahn, Marcus Specht, Rob Koper</small>	14.45 – 15.30 <b>Corporate Semantic Web in Practice – Web Rule and Ontology Standards</b> <small>Adrian Paschke (FU Berlin / AG Corporate Semantic Web)</small>	
30 min	<b>Modeling Personal Knowledge Networks to Support Resource Based Learning</b> <small>Doreen Böhnstedt, Philipp Scholl, Christoph Rensing, Ralf Steinmetz</small>		
15.30 – 16.30	<b>Keynote: Chris Bizer (Freie Universität Berlin, Germany) – Room 1</b> «The Emerging Web of Linked Data» <b>Triplification Challenge</b>		
16.30	<b>Farewell and End of Conference</b>		

## Scientific Poster Session – Thursday 3 September (14.00–18.00) – Room 10

### I-KNOW Short Papers

**Inter-Organisational Knowledge Transfer in Small-World Networks**  
Silke Retzer, Pak Young, Val Hooper

**Knowledge Service Governance – Guiding Lightweight Composition of Knowledge Services**  
Ronald Maier, Ulrich Remus

**Will Personal Learning Environments Become Ubiquitous through the Use of Widgets?**  
Behnam Taraghi, Herbert Mühlburger, Martin Ebner, Walther Nagler

**A Novel User Interface Approach for Personal and Semantic Knowledge Management**  
Heiko Haller, Andreas Abecker

**SkiBaserl – Knowledge Management in High-Performance Sports**  
Alexander Richter, Georg Vogel

**Study: The Web 2.0 – A High Capacity Research Landscape for Professional Translators**  
Marie-Luise Groß, Benjamin Adrian, Gerhard Budin

**Usage Metadata Based Support for Learning Activity Reflection**  
Martin Wolpers, Hans-Christian Schmitz, Martin Friedrich, Marco Jahn, Martin Memmel, Rafael Schirru

**Domain-specific Knowledge Management in a Semantic Desktop**  
Ola Leifler, Henrik Eriksson

**Informative Common Subsumers for Diseases Diagnosis**  
Simona Calucci, Eugenio Di Sciascio, Francesco M. Donini, Marcella Mastronardi

**A Comparative Study on the Use of Web 2.0 in Enterprises**  
Frank Fuchs-Kittowski, Nikolaus Klassen, Daniel Faust, Johannes Einhaus

**Lightweight Document Semantics Processing in E-learning**  
Tomáš Gregar, Tomáš Pítner

**Visualization of Spatial Knowledge with Ontology Trees and Adaptable Search Result Grids in the Era of Web 3.0**  
Matthias Loskyll, Dominikus Heckmann, Christian Glahn

**SACA: Software Assisted Call Analysis**  
Hans L. Trinkaus

**Knowledge-Intensive Business Process Audit: The Practical Aspects**  
Itzhak Aviv, Meira Levy, Irit Hadar

**Becoming Knowledge Focused: Classifying Explicit Knowledge in International Organizations**  
Ugochukwu N. Ugbor

### I-SEMANTICS Short Papers

**Integrated Ontologies for the Semantic Web: Experiences from Modelling a Research Context Ontology**  
Carola Carstens

**Using iDocument for Document Categorization in Nepomuk Social Semantic Desktop**  
Benjamin Adrian, Martin Klirngit, Heiko Maus, Andreas Dengel

**GeoTemporal Reasoning for the Social Semantic Web**  
Jans Aasman

**Semantic Web as Driver of Collaborative Demand Capacity Planning**  
Peter Hofbauer, Erich Markl, Josef Withalm, Ömer Karacan, Darius Zand

**Applying Ontological Framework for Finding Links into the Future from Web**  
Muhammad Tanvir Afzal

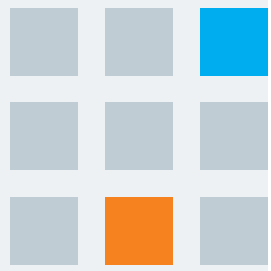
**The Management of the Knowledge Evolution by Using Text Mining Techniques**  
Taleb Nora, Sellami Mokhtar, Michel Simonet

**Applying Ontology Modularization for Corporate Ontology Engineering**

Gökhan Caskun, Markus Luczak-Rösch, Ralf Heese, Adrian Paschke

**A Proposed Ontology-based Algebra For Service Annotation, Discovery, and Composition**

Nadia Yacoubi, Yann Pollet, Mohamed Ben Ahmed



## Conference Map

### Exhibitors

- 1 Fachbuchhandlung  
«Management & Arbeitswelt»
- 2 APA-DeFacto
- 3 MeisterLabs: MindMeister
- 4 JOANNEUM RESEARCH
- 5 imc Advanced Learning Solutions
- 6 punkt. netServices
- 7 Semantic Web Company
- 8 MATURE
- 9 Know-Center &  
Plattform Wissensmanagement
- 10 APOSDLE
- 11 Salzburg Research &  
Salzburg NewMediaLab
- 12 ISN – Innovation Service Network
- 13 Neurovation
- 14 Hyperwave
- 15 Onepoint Project
- 16 m2n
- 17 RF-iT Solutions
- 18 SFG

