



Annual Report 2002

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President and Director's Report

Ladies and gentlemen

The year 2002 was for many a tumultuous one; in the ICT sector particularly, it will be remembered for a number of changes. Restructuring, realignment and recession affected many companies in the sector and one of the consequences of this was job losses.

The iimt was also affected by the situation in the market as it became clear that for many ICT firms the further education and training of their staff was no longer one of their main concerns. But iimt has retained its belief that such education should continue to have the highest priority and so we have worked to continually improve our programmes in pursuance of our objective: to provide the highest quality education to ICT sector executives.

In addition to the executive programmes, our work has taken in a number of other noteworthy activities:

- The Information Security Brush-up Workshop in Münchenwiler.
- Vigorous expansion of the range of publications by iimt University Press.
- The third annual Awards Ceremony for Executive MBA and Diplomas in Management in Telecommunications (28th November 2002).

The iimt occupies a unique niche among institutions offering Executive MBA programmes, and is now well known and accepted as a competence centre for research and continuing education in our field. Because of this, even in 2002 the iimt was able to continue to further strengthen its position.

At the same time, the Chair of ICT Management and its associated research fields are now much more firmly established.

An extremely important factor for iimt is its network of teachers and guest lecturers and the close ties it brings with related organisations. Our network currently includes lecturers, teachers and students from twenty different countries in four continents. The international character of our institution is obviously an important factor for our success, creating added value for all of our students.

A second important aspect is the professional experience each person brings to the iimt. In the past year 69 different companies were represented in our teaching groups. The exchange that this allows is invaluable. As for the teaching staff, some 60 % are based in academic institutions and the remaining 40% work in industry.

international institute of management in telecommunications

2002 saw a number of additional modules introduced and taught especially for Alcatel SEL AG in Stuttgart. These programmes were successfully completed by Alcatel executives based in that German town.

Support and collaboration with our partners was again given much emphasis last year and significant improvements were achieved. A number of joint activities were successfully carried through with benefits for all involved.

We would also like to emphasize that iimt staff contributed a great deal to all of these achievements and successes in 2002 and we express our heartfelt

thanks to all concerned for the valuable support given.

Only by striving together for our objectives can the requirements of all of us in the iimt world be met, whether students, partners, teachers or guest lecturers.

Finally, we would like to thank all our students and teachers for the confidence they have placed in us.

We look forward to a further year of fruitful work together.

Many thanks to everyone.

President of the Institute Council
Mr. Walter Frei

Director
Prof. Dr. Stephanie Teufel



The iimt Consultative Council

Dr. Heinrich Rohrer
Laureate of the Nobel Prize for Physics, Richterswil

Mr. Felix Rosenberg
Lic. jur, Member of the Board, Swisscom AG, Bern

Dr. h.c. Bernhard Schneider
Givisiez

Dr. Christian Schwarz-Schilling
Member of the German Bundestag
Former German Minister of Post and Telecommunications,
Germany

Dr. Pekka Tarjanne
Special Advisor on ICT, United Nations, New York

Dr. Leonardo E. Vannotti
Chairman of the Board, Carlo Gavazzi Holding, Steinhausen ZG

The iimt Institute Council

Mr. Walter Frei (President)
Beratung in Personalfragen, Urtenen

Mr. Jacques Macherel (Vice-President)
Sales Manager, eb-Qual, Givisiez

Prof. Dr. Hans Wolfgang Brachinger
Vize Rektor, Universität Freiburg

Mr. Christian Etter (Participants' Representative)

Mr. Markus Golder
Head of Business, Sunrise

Mrs. Andrea Graber (Assistants' Representative) (until June 2002)
Seminar für Mikroökonomie und empirische
Wirtschaftsforschung Universität Freiburg

Prof. Dr. Rudolf Grünig (since June 2002)
Seminar für Unternehmensführung, Universität Freiburg

Mr. Christian Luginbühl (since June 2002)
General Manager HR, Orange Communications SA

Mr. Peter Schöpfer (since June 2002)
CEO, T-Systems Schweiz AG

Mr. Martin Steinert (Assistants' Representative) (since July 2002)
international institute of management in telecommunications (iimt)
Universität Freiburg

Mr. Carl Wich (until June 2002)
Geschäftsleitung, Siemens Schweiz AG, Zürich

Mr. Jean Wilhelm (until June 2002)
Director, protelecom, Berne

Prof. Dr. Reiner Wolff
Seminar für Mikroökonomie und
empirische Wirtschaftsforschung
Universität Freiburg

The iimt Scientific Council

The Scientific Council comprises 12 Co-ordinators for the iimt's 10 Subject Areas. In 2002 these were:

Environment and Technology Development:

Prof. Antoine Delley
École d'Ingénieurs de Fribourg

Prof. Dr. Stephanie Teufel
Director, iimt, Fribourg

Strategic Management:

Prof. Dr. Rudolf Grünig
Seminar für Unternehmensführung
University of Fribourg

Marketing and Communication:

Prof. Dr. Jean-Emile Denis
HEC-Management studies
University of Geneva

Organisational Behaviour and Human Resources Management:

Prof. Dr. Norbert Thom
Direktor, Institut für Organisation
und Personal, University of Bern

Financial Management:

Prof. Dr. Christoph Kaserer
Seminar für Betriebswirtschaft
University of Fribourg

Prof. Dr. Alfred Mettler
Georgia State University, Atlanta (USA)

Controlling:

Dr. Linard Nadig
Séminaire de contrôle de gestion
University of Fribourg

Quality and Process Management:

Dr.-Ing. Lothar Natau
Lehrbeauftragter
Universities St. Gallen and Freiburg

Information Management and Decision Support:

Prof. Dr. Heinz Gröflin
Institut für Informatik
University of Fribourg

Economics and Social Sciences:

Prof. Dr. Reiner Wolff
Seminar für Mikroökonomie und
empirische Wirtschaftsforschung
University of Fribourg

Law:

Prof. Dr. Pierre Tercier
Faculté de droit
University of Fribourg

The iimt Staff

Director	Prof. Dr. Stephanie Teufel
Vice-Director and Studies Coordinator	Dr. Jocelyne Imbach-Rakotomalala
Marketing and Documentation	Valérie Favre (until June) Kirstin Stadelmann (since October)
Accounting	Judith Berger
Administration	Elisabeth Boschung Marie-José Décrind (until May) Marlise Scherwey Kirstin Stadelmann (July – October) Laeticia Tajouri (since November)
Research Assistants	† Thomas Christoffel (until July) Andreas Erat Thomas Schlienger Martin Steinert
Course Assistants	Stephan Elmenhorst (until April) Alexandra Frei (since June) Carolin Gehlert (since June)

Course Assistants

Annett Johansson (until June)

Dennis Kipphardt (since February)

Stéphan Marmy (since November)

Michael Matousek (since October)

Susanne Schmidt (from January until June)

Martin Zbinden (since February)

System Administration

Patrick Sinclair Merten (until July)

iimt Activities

Programme and Participants

The following events marked the iimt executive programmes in telecommunications management in 2002:

The University authorities approved the new study regulations.

A new EMBA class began with over 30 participants.

The course programme for the various groups was successfully carried through.

The participants from the third annual intake for the executive programmes were awarded their academic titles after successfully completing their studies.

Best Paper awards were attributed for the finest research projects.

The Specialised Course Packages for Alcatel Sel AG saw the completion of the programme for the fourth group and the successful delivery of the entire programme for the fifth group

« Talent Management », the programme for Swisscom SA, was successfully completed.

There was continued strengthening of enrolment for our specialised intensive courses.

The new study regulations (règlement du 20 juin 2002 sur l'octroi de l'Executive Master of Business Administration (Executive MBA), de l'Executive Diploma et des certificats pour des cours spécialisés de Management en Télécommunications) were drawn up in line with recent university rules. They were approved by the Rector's office at the University of Fribourg and now offer much greater flexibility to participants. For example, the range of possibilities goes from a full-time programme in which all the scheduled courses are completed normally in one year to one which allows students to extend their annual programme over two or three years. For many students this offers the possibility to complete courses without too great disturbance to work commitments.

A new EMBA /Executive Diploma class was successfully launched in 2002. Unfortunately the thirty participants are all male. The majority are trained engineers and the spread of companies in which participants are working is wider than in previous years. The second year and third year groups have continued their programmes in line with the course schedule. We continue to monitor the quality of all our courses closely. While students have taken the prescribed examinations, each course, each lecturer, and each examination have been subject to evaluation. The number of participants on the iimt EMBA and Executive Diploma in Telecommunications Management programmes in 2002 stood at

80, of which just three are women. However, these participants represent 19 nationalities and 69 companies active in the information and communication technology.

On November 28, 2002 the iimt awarded degrees and diplomas for the third time. **Executive MBA degrees** were awarded to 25 participants graduating from the class of 1999, and 3 participants from the 2000 intake received the Diploma. In accordance with the study regulations, the candidates followed thirty modules of taught classes (twenty modules for the Executive Diploma), passed successfully thirty exams (20 for the Executive Diploma) and submitted an EMBA or Executive Diploma project which was approved by their project supervisor. These graduates now belong to the iimt alumni association instituted in October 2000.

The **Best Paper Awards** Committee is composed of Mr. J. Macherel, Vice President of the iimt Council, Prof. Dr. S. Teufel, Director of the iimt, Prof. Dr. R. Wolff representing the Faculty and Dr. A. Moser representing iimt's partner organizations.

The criteria for the choice of Best Papers are:

- The current relevance of the project, both in relation to the time at which the award is made and at the time of original submission,
- The quality and interest of the academic work, as independently assessed by the committee,
- The telecommunications interest, both in absolute terms and in the context of the drive for innovation within the field,
- The attractiveness of the potential target audience for the paper, especially the close connection of the audience with telecommunications,
- The overall interest of the publication.

The best paper Awards Committee designated the following as winners of the Best Paper Awards 2001 :

- Mrs. H. Burgunder for the EMBA Project entitled 'CRM today: Market Analysis and Coheris Case Study' and
- Mr. H. Zbinden for the EMBA Project entitled 'Modèles économiques dans le domaine des télécommunications mobiles'

The iimt rewards these candidates by publishing their work, and by presenting each of them with an official certificate as winners of the Best Paper Awards 2001. This was distributed on the occasion of the iimt Awards Ceremony on 28 November 2002.

In accordance with the **Specialised Course package arrangement agreed 2000 with Alcatel SEL AG**, the Alcatel Class 2001/4 finished its programme at the beginning of 2002 and a new Alcatel Class 2002/5 was launched, with 25 participants.

As agreed with Alcatel, except for one course specifically tailored for Alcatel participants, the other courses have been set up at the same level as the EMBA Programme; credit for successfully completed courses has been given to Alcatel participants who have subsequently been admitted to the EMBA Programme. For this Alcatel Class 2002/5, course weeks were organised in Stuttgart, Germany.

On 25 April 2002, participants of '**Talent management**' for Swisscom obtained their certificates after attending 12 modules of the EMBA Programme, two praxis modules and receiving a satisfactory Swisscom final report.

The iimt gives great importance to the social environment in which study takes place on its executive programmes. Where possible the iimt can offer individual counselling and study support while at the same time organizing social events to create team spirit and facilitate networking amongst participants and teachers.

Executive Programme Lecturers

In the year 2002, 110 lecturers from 12 different countries took actively part in the iimt Executive Programmes. 60% of all lecturers are based in academic institutions and the remaining 40% work in industry.

The Executive Programme 2002 in statistics

1. EMBA and Executive Diploma in Telecommunications Management
EMBA and Executive Diploma Classes 2002

Intake year	Programmes :	Level	Men	Women
Intake 2002	EMBA and Executive Diploma	1	30	0
Intake 2001	EMBA and Executive Diploma	2	28	2
Intake 2000	EMBA	3	19	1

The participants are coming from 19 different countries in four continents.

Award of EMBA and Executive Diplomas degrees

Intake year	Award of :	Men	Women
Intake 1999	Executive MBA in Management in Telecommunications	22	3
Intake 2000	Executive Diploma in Management in Telecommunications	2	1

2. Executive Specialised Courses in :

	Men	Women
Strategic management	1	
Marketing and Communication	2	
Organisational Behaviour and Human Resources Management	1	
Financial Management	1	
Controlling	1	

3. Customised Company Courses
3.1 Specialised Course Packages for Alcatel SEL AG

Alcatel Class 2001/4 Men : 21 Women : 2

Alcatel Class 2002/5 Men : 22 Women : 3

Five modules credited in case of admission to the EMBA or Executive Diploma	Programme of Class 2001/4	Programme of Class 2002/5
❖ Strategic management	*	X
❖ Marketing and Communication	*	X
❖ Organisational Behaviour and Human Resources Management	X	X
❖ Financial Management	*	X
❖ Controlling	*	X
Module specifically tailored for Alcatel :		
❖ Process and Supply Chain Management	X	X

* Modules already taken by the Alcatel Class 2001/4 in the year 2001

3.2 Customised Courses for Swisscom SA

The programme is attended by 104 participants and consists of

- ◆ 12 courses selected from the EMBA Programme
- ◆ 2 praxis modules

Two participants wrote a final report

	Modules
❖ Environment and technology Development	1, 2, 3
❖ Strategic management	1, 2
❖ Marketing and Communication	1, 2 + praxis
❖ Organisational Behaviour and Human Resources Management	1, 2 + praxis
❖ Controlling	1, 2
❖ Information Management and Decision Support	1

iimt Communications

iimt Partners and Associations

In 2002 collaboration with our partners was further strengthened and a broad series of events took place, including roundtables, workshops and forums. It remains our goal to continually improve the collaboration with our partners and to create fruitful new partnerships wherever possible.

In 2002 the iimt was also a member of important associations in the field of ICT such as:

- asut Swiss Association of Telecommunication Users
- ICTnet Information and Communications Technologies Network
- Efmd european foundation for management development
- SICTA Swiss Information & Communication Association
- Münchner Kreis an international association for communication research
- IT-Valley Realization of the positioning of IT-firms in Fribourg

One of our targets in 2002 was the cooperation with these partners, and this has been continually strengthened. Close collaboration has allowed us to enlarge our internal and external networks and made possible effective and fluent exchanges of knowledge and other important information.

Marketing

In 2002 the iimt undertook a number of activities to strengthen its image as an academically-based provider of postgraduate education in telecommunications management.

These activities included information evenings in many of the larger Swiss cities (Fribourg, Bern, Lausanne, Zurich), two Brush-up Workshops, company visits, and B2B Roundtables.

In 2002 the iimt also participated in important seminars, colloquia and other meetings including the SICTA Colloquium, the annual conference of the International Association for enhanced voice services, First Tuesday (as sponsor), the Euroforum "Telekommarkt Schweiz", the asut workshop, the Swiss Delegation "Partner in Nanotechnology, Information Technology and Biotechnology" in Helsinki and the ITU Telecom Asia 2002.

To ensure ongoing awareness of our iimt logo, publicity activity included advertisements and feature articles in the most important Swiss newspapers, together with the publication of our in-house print newsletter (iimt - Signal) and regular e-mail news bulletins.

3rd iimt Forum:

“Mobile Knowledge Society – From Vision to Reality”

This event unfortunately had to be cancelled due to a lack of participants.

Summer School on Telecommunication in Lappeenranta/Finland

With the kind support of Sunrise SA and Nokia, in 2002 ICT researchers and students were again sponsored to participate in the 11th Summer School on Telecommunications, Lappeenranta, University of Technology, Finland. Two iimt students, P.S. Merten and C. Pfammatter were chosen to attend on the basis of the state of the art focus of their working papers. The iimt was directly represented in Finland by M. Steinert, research assistant.

iimt Awards Ceremony

On 28th November 2002 the iimt had the great pleasure of presenting 25 participants with the degree of Executive MBA and also conferred 3 Executive Diploma titles at a ceremony in the University of Fribourg. At the same time the best papers were awarded with the “Best Paper Award 2001”. These will be published in due course by our internal iimt university press.

iimt Web Site

The web presence of the iimt is undergoing large-scale change. The iimt team has implemented a new web server on-site for a number of new applications:

- By the middle of the year the iimt had gone live with its new webserver and implemented a webshop for the iimt University Press.
- During the year the team evaluated and customised a personalised e-learning platform. The new 'Students Area' went online in January 2003, providing personalized access for around 400 members of the iimt world.
- In addition, the organisational handbook of the iimt was revised and made available in an online version.
- A small content management system for the web-shop and the news was introduced and customised to guarantee consistency with the layout of the iimt.
- New e-mail addresses have been made available with the '@iimt.ch' ending (96 at the moment), e.g. marketing@iimt.ch.

At the end of the year a full redesign of the layout completed the change of the web presence for 2003.

For the year 2003 the goals are to integrate and improve web content, rather than adding new features or changing the technology:

- Review and improve navigation and content throughout the site,
- Add a new section for the iimt Alumni Network,
- Improve the integration of iimt databases within the web site,
- Improve the centralisation of user management in all the web applications.

Chair of ICT-Management

Important News in 2002

new chair name ... As of 2002 the chair of Prof Teufel has been renamed “ Chair of ICT Management” . The new name reflects the general convergence of IT and CT and embodies the way in which research and teaching activities are conducted today.

appointment ... Prof. Dr. Stephanie Teufel was elected by Mr. Thomas Oppermann, Minister of Science and Culture in Lower Saxony / Germany to the Science Advisory Committee of OFFIS (Oldenburger Forschungs- und Entwicklungsinstitut für Informatikwerkzeuge und –systeme).

Telecom Rating 2002 ... This is an ongoing activity. For the third time the iimt research team is undertaking an evaluation of the Swiss market for business customers for telecommunication services.

Teaching Activities

The chair of ICT Management carries out many different teaching activities. We distinguish the following areas:

Regular Teaching: lectures, seminars and tutorials held by the chair for undergraduate and graduate students at the Faculty of Economics and Social Sciences.

Postgraduate Teaching: lectures, seminars and tutorials held by the chair for postgraduate students.

Regular Teaching

Bologna Declaration ... With the signature of the Declaration of Bologna by the Swiss Federation, the University landscape is now in turmoil. Our Faculty, Economics and Social Sciences, decided to go for a 'first mover' advantage and switched its study programme structure to a system based on Bachelor and Master levels, with ECTS credit points for courses. Since the winter semester 2002/2003 all courses are now one-semester courses. Furthermore, by the end of their bachelor program, all students must demonstrate a sound knowledge of German, French and English for business purposes, which means that what was already a bilingual programme has now become truly trilingual. For further information, please consult the Faculty's homepage www.unifr.ch/economics.

new subjects ... In accordance with these changes, the Chair of ICT management is now offering the following courses:

Master of Arts in Management

Winter Semester

Management der Informations- und Kommunikationstechnologie (IKT)

Aufbauend auf dem Freiburger IKT-Management Framework sowie den technischen und ökonomischen Gegebenheiten des Sektors befasst sich der Kurs mit den Herausforderungen des Managements von Informations- und Kommunikationstechnologien (IKT). Insbesondere wird die Verzahnung von Innovations- und Technologiemanagement betrachtet. Case Studies, Gruppenarbeiten (role plays) und Praxisvorträge in der Übung runden die Vorlesung ab.

Summer Semester

Internationales Telekommunikationsmanagement

In Gruppen werden ausgewählte aktuelle Themen des IKT-Sektors unter direkter Anleitung und im Zusammenspiel mit Unternehmen bearbeitet und präsentiert. Ziel ist es, das fachliche Wissen in den Forschungsgebieten zu vertiefen sowie persönliche Kenntnisse und Erfahrung von wissenschaftlichen Arbeitsmethoden, Präsentationstechniken und Teamarbeit zu vertiefen. Die aktuellen Themen sowie die Organisation der Vorlesung (Teils in Blockkursen) werden in der ersten Vorlesung bekannt gegeben.

Bachelor of Arts in Information Systems and Information Management

Summer Semester

Telekommunikationsmanagement II (3. Jahr)

Basierend auf dem Kurs Telekommunikationsmanagement I (WS 2003/2004) sowie einer kurzen, technischen Einführung wird im Rahmen des Kurses auf die Herausforderungen des Managements der Informations- und Kommunikationstechnologie (IKT) von Unternehmen eingegangen. Den Studierenden wird die Bedeutung der Informations- und Kommunikationssysteme verdeutlicht sowie Methoden und Techniken zu dessen Steuerung und Optimierung nähergebracht. Die Frage, wie das Leistungspotential der IKT im Unternehmen ausgeschöpft werden kann, wird untersucht und diskutiert.

The final course from the "old" pre-Bologna time: *Telekommunikationsmanagement: Innovation, Technologie und Sicherheit* was held in the academic year 2001/2002. We would like to take this opportunity to thank our partners from Orange, Siemens, Swisscom and T-Systems for their kind support, whether as hosts, or as providers of guest speakers or of vivid case studies.

We have now kicked off the new ECTS /Bologna era with the first course in *Management der Informations- und Kommunikationstechnologie (IKT)* (see above).

Postgraduate Teaching 2002

Prof. Dr. Teufel held lectures at the:

iimt Executive MBA & Executive Diploma in Management in Telecommunications:

Environment and Technology Development
Information Management & Decision Support
University of Fribourg

In addition Prof. Dr. Teufel is subject area co-ordinator for Environment and Technology Development.

Diplomanden- und Doktorandenseminar

University of Fribourg

Customised Enterprise Training: Alcatel

iimt, Stuttgart, 2002

Examinations

As usual, the regular University courses were concluded by oral exams of which 32 were held in 2002. Additionally 4 seminar and diploma projects were supervised. As far as executive programmes are concerned, six EMBA projects were successfully supervised.

EMBA, Executive Diploma and Diploma Projects

Prof. Teufel supervised the following projects as first or second supervisor in 2002

EMBA Projects 2002

Hänni, Jürg: Outsourcing of IT Desktop Management - The Customer's Perspective.

Hayoz, Elmar: Beitrag der Informations- und Kommunikationstechnologien am Unternehmenserfolg - Entstehung und Bewertung des Beitrags.

Krumm, Valérie: Managing Virtual Teams : A real case in a Worldwide IT Organization.

Moser, Harry: eTax am Beispiel der Steuerverwaltung des Kantons Bern.

Niggli, Beat: Der Nutzwert von Beratern in der Telekommunikationsbranche.

Van Tuinen, André: Methods, Instruments and Critical Success Factors for Release Management illustrated by Practices in the Telecom Industry.

Diploma projects, M.A. in Management

Maartje Veltkamp: Mobildienstleister in der Schweiz: Analyse der B2B gezielten Kommunikationsstrategien und ihrer Auswirkung.

Seminar Papers

Schwarz, Marc: Markteinführung von GPRS in der Schweiz.

Merten, Patrick S.: Analyse des Webdesigns im Rahmen der Konzipierung eines Web-auftritts.

Pfammatter, Christian: Bluetooth.

Research Activities

Research Staff in 2002

Prof. Dr. Stephanie Teufel
Director of the iimt
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† Dipl.-Soz. Thomas Christoffel
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Dipl.-Inform. Thomas Schlienger
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Dissertations

Current dissertation projects :

Adaptability of Organizations to Human Needs by means of Knowledge Gathered through Interactivity (Andreas Erat)

The management of knowledge in relationships between companies and humans is a key success factor in every company's business activities. Furthermore, due to the development and convergence of information and communication technology new opportunities and challenges are arising. Organizations are increasingly capable of tracing virtually the activities of both customers and employees, with terms like Customer Relationship Management, Personalization and Mass Customization appearing and then disappearing. The objective of the dissertation is to shed light on this interdisciplinary development. The phenomenon researched is ICT technology, which is used to provide organizations with the support necessary to adapt to human needs in complex environments. The objective is to provide a framework which brings together management activities during the lifecycle of ICT-assembled knowledge about humans related to an organization.

Diversification Strategies of Utilities (Ralf Müller)

Ever since the liberalization efforts in 1998, prices in the power sector have dropped dramatically. Driven by the changed environment and the resulting cash flow drain, utilities have reacted by diversifying into new sectors amongst others, into telecommunication. Although Swiss utilities are not yet changing course as dramatically as their German counterparts, they too have to prepare for the imminent liberalization of the Swiss power market. In this situation, the question presents itself – Are such diversification strategies a route to success?

Strategic Innovation Management (Martin Steinert)

In the bubble years of the 90s, high-tech companies were doubtful or even downright negative about long range strategic planning. The bursting of the bubble millennium has brought the hype to a sudden stop and reinstalled sense. Even the gurus of the technological revolution who preached that only the fastest will win the pot are slowly warming to the idea of analyzing and managing the innovation potentials of a company systematically. Disruptive change must be identified as early as possible in order to allocate resources at an early stage. In this way a company retains for itself the option of a first mover or early follower strategy. The approach to this topic uses the Fribourg ICT Management Framework, which is itself continuously evolving.

Information Security Culture: The Role of People in Information Security Management (Thomas Schlienger)

The focus of today's security management is mainly on technical and procedural measures. The social and cultural dimension is neglected, or even omitted completely. The informatics user within an organization is seen simply as a security risk. Information security culture, as part of organizational culture, targets socio-cultural aspects of information security. It promotes a holistic, socio-technical approach to information security with respect to the traditional technical, organizational and personnel measures. The project researches the possibilities of influencing security cultures and examines how theories of organizational culture can be applied to security management.

Publications 2002

The results of research are published in articles, case studies and books (by iimt university press). In addition we gave lectures at a number of conferences. Prof. Teufel is also very active as a member of various programme committees for different national and international academic conferences.

(Journals, Proceedings and Chapters in Books)

Areitio-Bertolín J., López-Muñoz J., Mañas-Argemí J., Teufel S. (eds.) (2002): Security in e-Commerce; joint issue NOVÁTICA and UPGRADE Vol. III, Issue no. 6, 2002

Casa S., Schlienger T. (2002): Public Key Infrastructure in Switzerland. In: Upgrade, Security in e-Commerce 3(6): 11-15. CEPIS (Council of European Professional Informatics Societies), <http://www.upgrade-cepis.org/>.

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Schlienger T., Teufel, S. (2002): Information Security Culture: The Socio-Cultural Dimension in Information Security Management. Conference Proceedings IFIP TC 11 in 2002. In: Security in Information Society, Hrsg: Ghonaimy, M.A; El-Hadidi, M.T; Aslan, H.K, Seiten 191-202, Kluwer Academic Publishers, Netherlands, Dordrecht, 2002.

Steinert M., Teufel S. (2002): The "omnibus" view of Innovation Management, Conference Proceedings 4th TONIC Workshop on Telecommunications Techno-Economics, Rennes France, 2002.

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Teufel S., Schlienger Th. (2002): Die Gefahren der vernetzten Gesellschaft; in: Netzguide E-Security, 2002.

Telecom Rating

Schlienger, T; Steinert, M; Erat, A; Veltkamp, M; Halter, J. (2002): Telecom Rating Schweiz 2002. Reihe: Series on Management in Telecommunications, Verlag: iimt University Press, Fribourg (Schweiz).

iimt University Press

iimt University Press was set up in December 2001, and 2002 saw the first publications.

After consolidating the basic strategic direction with the introduction of the 5 series, the iimt was able to secure Orange as a sponsor for the series of iimt Executive MBA and Executive Diploma papers.

After most of the operational processes were established and the layout decided upon, iimt University Press full scale launched in summer 2002, introducing a web shop for easy ordering. Not only is it possible to download and view the different management summaries, but to directly buy and new, pre-order books. Up to now the iimt has received orders from five countries, underpinning the strategy to place the different books in selected library databases as well as different advertising campaigns.

iimt University Press hope that they were able to satisfy the customers in those turbulent early days and are looking forward the new books in 2003, which promise some excellent reading. Here are the titles to be published.

Teufel S. (ed.). Series on Management in Telecommunication

Editor	Author	Title
Teufel S. (ed.)	Aadach, Lahcen	Performance of Telecom-oriented Mutual Funds in Europe and the U.S.
Teufel S. (ed.)	Ecoffey, Alain	Evaluation of Training and Competency – GoodCo, a large consumer goods Company
Teufel S. (ed.)	Etter, Christian	Marketing-Konzept Telecom Rating Schweiz
Teufel S. (ed.)	Hänni, Jürg	Outsourcing of IT Desktop Management - The Customer's Perspective
Teufel S. (ed.)	Hayoz, Elmar	Entstehung und Bewertung des Beitrags der Informations- und Kommunikationstechnologien am Unternehmenserfolg.
Teufel S. (ed.)	Kaufmann, Hans-jörg	Controllingsystem für den Regierungsrat des Kantons Luzern
Teufel S. (ed.)	Mayor, Pierre	CRM. Etude des besoins du segment de la clientèle d'affaires
Teufel S. (ed.)	Meile, Bernhard	Dokumente der Unternehmenskultur und ihre Auswirkungen auf das HR Management
Teufel S. (ed.)	Moser, Harry	eTax am Beispiel der Steuerverwaltung des Kantons Bern
Teufel S. (ed.)	Niggli, Beat	Der Nutzwert von Beratern in der Telekommunikationsbranche
Teufel S. (ed.)	Rossat, Christian	L'évolution des réseaux d'accès sur le marché suisse des telecommunications: Une approche fournisseur-opérateur
Teufel S. (ed.)	Schläfli, Jürg	Erfolgsfaktoren des Outsourcing - Praxisbeispiele aus dem Telekommunikationsbereich
Teufel S. (ed.)	Traglia, Gianni	Use of Real Options Analysis for management decisions in telecommunication network infrastructure investments
Teufel S. (ed.)	Van Tuinen, André	Release Management in the Telecom Industry - Methods, Instruments and Critical Success Factors
Teufel S. (ed.)	Von der Weid, Eric	Calculation of profitability per destination in the international telecommunication industry

Please do visit the web shop at www.iimt.ch/catalog/default.php to check out the new products and make your reservations.

Lectures at academic conferences

Members of the chair of ICT management participated in the following conferences.

ITU Asia 2002

02.-07.12.2002, Hong Kong, China,

The Asian Lesson for Mobile Providers - An All-Out Strategic Paradigm Shift

Prof. S. Teufel.

Informatik-Kolloquium

Universität Bern, 2002.

Invited guest lecture

Prof. S. Teufel.

asut – Herbstworkshop - eLearning.

Bern, 2002.

Invited guest lecture

Prof. S. Teufel.

6. Jahrestagung Telekommarkt Schweiz – Konvergenz und Wettbewerb

Euroforum Handelszeitung, Zürich, 2002.

Invited guest lecture and chair of discussion

Prof. S. Teufel

7. Data-Warehouse-Forum

Universität St. Gallen, 2002.

Prof. S. Teufel

Enterprise Security, Unternehmensweite IT-Sicherheit

26.-27.03.2002, Paderborn, Germany

Privatsphäre, Personalisierung und IT-Sicherheit im M-Commerce

A. Erat.

IFIP, TC11, SEC'2002

07.-09.05.2002, Cairo, Egypt,

Information Security Culture: The Socio-Cultural Dimension in Information Security Management

Prof. S. Teufel and T. Schlienger.

4th TONIC Workshop on Telecommunications Techno-Economics

14.-15.05.2002, Rennes, France

The "omnibus" view of Innovation Management

M. Steinert.

The staff of the Chair of ICT Management attended a number of other conferences and events. A selection is listed below:

SICTA colloquium

SARIT

asut Tagung

Berner Telekommunikationstage

VMA Jahrestagung

OFFIS Jahrestagung

FGSEC Sitzungen

Memberships of Organisations

Prof. Dr. Stephanie Teufel

IFIP TC11.

Representative for Switzerland. (from 2002)

ICTnet.

Founder Member. (from 2001)

IT Valley Fribourg.

Founder Member. (from 2000)

Kuratorium OFFIS e. V.

Member of Academic Council. (from 2000)

SI-Fachgruppe: Security.

Founder Member, Committee Member, Vice-President. (from 1993)

Kuratorium OFFIS e. V.

Member (1999 - 2000)

Beirat der PricewaterhouseCoopers.

Member of Advisory Council. (1998 - 1999)

Wissenschaftsbeirat ISRM (Information Systems Risk Management)

der Revisuisse Price Waterhouse.

Member of Advisory Council. (1995 - 1998)

Fachtagung Sicherheit in Informationssystemen - SIS.

Founder Member. (1994)

SI-Fachgruppe: Informatik und Gesellschaft.

Member of Board. (1991 - 1992)

Other memberships include: GI, SI, ACM, Münchner Kreis, CH21, Schmalenbach-Gesellschaft für Betriebswirtschaft, SGB, IFIP

Conferences: Programme Committee Academic Review

Programme Committee

Euroforum – Telekommarkt Schweiz.

Zürich, 2002. Chair, Lecturer

asut – Herbstseminar.

Bern, 2002. Member of Programme Committee, Lecturer

3. iimt-Forum– Mobile Knowledge Society – From Vision to Reality.

Fribourg, 2002. Convener

WEBS 2002 – International workshop on Web Semantics.

Aix-en-Provence, 2002. Reviewer and Member of Programme Committee

Orange iimt CRM Workshop

Münchenwiler, 2002. Convener

iimt Information Security Brush-up Workshop

Münchenwiler 2002. Convener

DEXA 2002 - 13th Int. Conference on Database and Expert Systems Applications.

Aix-en-Provence, 2002. Reviewer and Member of Programme Committee

Trustbus'02 – International Workshop on trust and privacy in digital business.

Aix-en-Provence 2002. Reviewer and Member of Programme Committee

SIS'02 - Sicherheit in Informationssystemen.

Reviewer and Member of Programme Committee

**First EurAsian Conference on Advances in Information and Communication
Technology (EURASIA-ICT 2002).**

Tehran/Iran, 2002. Reviewer and Member of Programme Committee

Academic Review 2002

External examiner for dissertations at the University of Southampton, United Kingdom.

Examiner for dissertations at the Faculty of Economics and Social Sciences, University of Fribourg

Reviewer for the Swiss National Research Foundations (Schweizerischen Nationalfonds).

Reviewer for Fonds zur Förderung der wissenschaftlichen Forschung (FWF), Austria.

Reviewer for Australian Research Council (ACR), Australien.

Reviewer for Foundation for Research Development (FRD), Südafrika.

External reviewer for für Dissertationen der Rand Afrikaans University, Johannesburg, South Africa

Examiner for dissertations at the Institut für Informatik, University of Zürich.

Examiner for dissertations in Information Science, University of Oldenburg.

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international institute of management in telecommunications



Accountants Report

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