

<u>Datum/Gruppe</u>	<u>Nachname</u>	<u>Vorname</u>	<u>Website</u>	<u>Themengebiet</u>
26.04.2007	Mehring	Christian	www.igh.ch	VO
1	Wingender	Christof		
	Scholz	Fabian		
	Morjan	Frank		
19.04.2007	Czerwonka	Matthias	www.tiscover.de	To
2	Borgschulte	Philipp		
10.05.2007	Binkhoff	Christian	www.iata.org	AA
3	Korte	Thomas		
	Ufgang	Frank		
	Usener	Claus		
26.04.2007	Sender	Tim	www.vfeb.ch	
4	Nierste	Mark		VO
	Schultz	Robin		
	Pfeiffer	Carsten		
10.05.2007	Naunin	Dörte	One World, SkyTeam	AA
5	Starzynski	Michael		
	Pietzonka	Karin		
	Hessing	Markus		
03.05.2007	Brockhaus	Julian	www.covisint.com/www.supplyon.com	eMarkets
6	Heck	Jan		
	Jansen	Tobias		
	Kramer	Lutz		
19.04.2007	Bunge	Michael	www.opodo.de	To
7	Lu	XingLu		
	Nockemann	Christian		
	Meschede	Björn		
16.05.2007	Müller	Maurice	www.tesco.com	MCM
8	Schulze-Niehoff	Maximilian		
	Poll	Stephan		
16.05.2007	Spang	Frederik	www.aldi.de	MCM
9	Philipp	Marc		
	Wenzel	Christian		
16.05.2007	Erckenbrecht	Constantin	www.leshop.ch	MCM
10	Grelle	Christian		
	Lobe	Björn		
03.05.2007	Busse	Gerrit	www.click2procure.com	eMarket
11	Holthues	Paul		
	Bühning	Lars		
	Lange	Matthias		
19.04.2007	Bradtke	Tobias	www.travelocity.com	To
12	Hörst	Birgit		

1. Tiscover - www.tiscover.com

Questions:

What is the business model of Tiscover: Who provides which services (value propositions) for whom?

How is the value generation organised?

What is the role of technology?

Who are the stakeholders?

For your essay:

Please elaborate on the ideas of intra- and inter-destination competition.

Explain briefly the role of Tirol Werbung for the set-up and expansion of Tiscover.

19.04.2007	Czerwonka	Matthias	www.tiscover.de	To
2	Borgschulte	Philipp		

2. Opodo

Questions:

What is the business model of Opodo: Who provides which services (value propositions) for whom?

Who are the relevant stakeholders?

Why would a group of European airlines join forces, across the boundaries of existing alliances (Star Alliance etc.) to build Opodo?

For your essay:

Please elaborate on

a) the joint venture as a particular form of network

b) potential strategic reasons for Lufthansa to become one of the co-founders of Opodo despite all their other distribution activities (own Web site, advertising partnership with Travelocity etc.)

As Lufthansa is maintaining a portfolio of partnerships there may be a risk of conflicts across these partnerships?

Please comment.

Can Lufthansa's move to set-up Opodo been interpreted in terms of institutional isomorphism (The US equivalent is <http://www.orbitz.com/>)?

19.04.2007	Bunge	Michael	www.opodo.de	To
7	Lu	XingLu		
	Nockemann	Christian		
	Meschede	Björn		

3. Travelocity

Questions

What is the business model of Travelocity: Who provides which services (value propositions) for whom? Who are the relevant stakeholders? Have there been changes?

Is their evidence of partnerships?

How would you rate the strategic position of Expedia (or Travelocity)?

For your essay:

Can you explain the success of Travelocity in comparison to Expedia (supported by Microsoft during its early development phase) or Opodo (founded by airlines)?

Potential explanations are e.g.:

- superior technology (search algorithms etc.)
- better institutional support (Sabre)
- better understanding of customer needs.

19.04.2007	Bradtke	Tobias	www.travelocity.com	To
12	Hörst	Birgit		

4. IGH

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Please explain the role of standards in this case?

Who are the stakeholders? What does the network structure look like?

How do you explain the wide adoption of standards in this industry segment?

Who took the initiative?

26.04.2007	Mehring	Christian	www.igh.ch	VO
1	Wingender	Christof		
	Scholz	Fabian		
	Morjan	Frank		

5. Virtuelle Fabrik

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.
The notion of business model is based on Timmers (1998).

What is the business model of the Virtuelle Fabrik?

Can they achieve sustainable competitive advantages? How do the members balance collaboration and competition?

26.04.2007	Sender	Tim	www.vfeb.ch	
4	Nierste	Mark		VO
	Schultz	Robin		
	Pfeiffer	Carsten		

6. Click2procure

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Please describe the business model of Click2procure. Take the topology of the Click2procure network and its functional scope into account.

Try to identify critical factors for the success (tentatively measured in participation and trading volume)?

03.05.2007	Busse	Gerrit	www.click2procure.com	eMarket
11	Holthues	Paul		
	Bühring	Lars		
	Lange	Matthias		

7. Covisint

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

What is the business model of Covisint? Who are the relevant stakeholders? Have there been changes in the ownership structure?

What is the role of partnerships? Please try to identify relevant threats.

03.05.2007	Brockhaus	Julian	www.covisint.com/www.supplyon.com	eMarkets
6	Heck	Jan		
	Jansen	Tobias		
	Kramer	Lutz		

8. Airline Alliances : OneWorld and SkyTeam

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Compare and contrast the examples of OneWorld and SkyTeam with StarAlliance.

Can you identify success factors? Are the networks/ network roles organized differently (topology, number of members, technology etc.)?

10.05.2007	Naunin	Dörte	One World, SkyTeam	AA
5	Starzynski	Michael		
	Pietzonka	Karin		
	Hessing	Markus		

9. IATA

<http://www.iata.org/about/mission.htm>

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

- Describe IATA's role for the air transport industry. Think about it e.g. in terms of Michael Best in his discussion of industry infrastructure. "Cooperation alone can ensure that commitments are made to the long-term infrastructural development of a sector; competition alone can ensure that business enterprises remain innovative and responsive to new challenges and opportunities." Michael Best: The New Competition, 19.
- In which way does IATA facilitate collaboration throughout the industry or help to build industry standards?
- Why does IATA contribute that the airlines cannot achieve themselves?

10.05.2007	Binkhoff	Christian	www.iata.org	AA
3	Korte	Thomas		
	Uppgang	Frank		
	Usener	Claus		

10. www.Tesco.com

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Try to reconstruct Tesco's business model and the scope of their Web activities.

What is the strategic role of the Web site? Does it fit the overall model?

Is there any indication of collaboration between Tesco and its suppliers?

16.05.2007	Müller	Maurice	www.tesco.com	MCM
8	Schulze-Niehoff	Maximilian		
	Poll	Stephan		

11. www.Aldi.com

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Try to reconstruct Aldi's business model and the scope of their Web activities.

Do you see a fit between the online and the offline activities?

Is there any indication of collaboration between Aldi and its suppliers?

16.05.2007	Spang	Frederik	www.aldi.de	MCM
9	Philipp	Marc		
	Wenzel	Christian		

12. www.Le Shop.ch

Dear all,

Please find attached a first list of questions, which are meant to guide your analysis.

Try to reconstruct LeShop's business model and the scope of their Web activities.

Le Shop started as an online only grocery retailer. What could be strategic advantages for an online only retailer?

What could be the rationale of the collaboration with Migros? Please explore the balance of competition and collaboration between the two companies.

16.05.2007	Erckenbrecht	Constantin	www.leshop.ch	MCM
10	Grelle	Christian		
	Lobe	Björn		