

SAP Academic Community Conference 2023 (D-A-CH)



Preparing the Ecosystem for Next-Generation Projects

11.-12.
September
2023



Call for Contribution for the five tracks of the

SAP Academic Community Conference 2023 (D-A-CH)

Preparing the Ecosystem for Next-Generation Projects

Status: February 2023

Motivation

Events in recent years have shown how interdependent various aspects of our daily lives are. Supply chains are closely timed, resources are obtained from individual sources, and major industries come to a standstill if one link is missing. All this makes us realize again that we are in a complex and highly interconnected ecosystem. This interconnection brings some dependencies and dangers, but it also offers opportunities. Projects can be initiated and implemented in cooperation with actors of this ecosystem that benefit all members of our community and beyond. Through collaborations of academia, business, public administration, and the sharing of ideas and resources, we can prepare for emerging challenges and become more resilient. In particular, this includes supporting the shift toward a sustainable economy and society. As an academic community of users of one of the best-known and most widely used enterprise software vendors, we have various opportunities. These include contacts in almost every industry and public administration sector, a rich portfolio of integrated technical solutions, and a wealth of knowledge from over 50 years of use. Taking advantage of these opportunities and building on them to shape the future is crucial.

Our goal as organizers of this conference is to prepare our partners in the SAP University Alliances program for the challenges ahead by building collaborations, enabling innovative projects, and advancing the use of state-of-the-art technologies. Our ecosystem of university, college, business, and government stakeholders is dedicated to educating the next generation of business information systems professionals and empowering them to embrace constant change.

Therefore, the topic of the SAP Academic Community Conference 2023 (D-A-CH) (SAP ACC2023) is **Preparing the Ecosystem for Next-Generation Projects**. As part of the core theme, the conference offers a variety of topics. New and innovative teaching methods to optimally support future generations of learners (Track 1) are just as much a subject as the use of advanced technologies (Track 3). In addition to the topics of sustainable business process management (Track 5) and obtaining reliable information through data analysis (Track 4), SAP ACC2023 also offers the opportunity to exchange information about cooperation between different partners within the ecosystem (Track 2). We believe that cloud computing, sustainability, and resilience will play a central role in future challenges. Therefore, we encourage all interested participants to submit contributions primarily related to these topics in the context of the tracks.

We hope to receive numerous relevant and interesting contributions. Submissions are possible in the following three formats: as a *scientific paper (8-10 pages)* or *scientific/practically oriented short paper (3-5 pages)* or as a purely *practically oriented presentation (up to 15 slides)*. Papers can be written in German or English and presented at the conference. We do not accept previously published work. As in previous years, contributions will be published in digital conference proceedings and publicly accessible via a DOI.

<i>Uta Mathis</i> Speaker of the SAP Academic Board D-A-CH	<i>Helmut Krcmar</i> SAP UCC Munich
<i>Nicole Ondrusch</i> Speaker of the SAP Academic Board D-A-CH	<i>Holger Wittges</i> SAP UCC Munich
<i>Dietmar Kilian</i> Speaker of the SAP Academic Board D-A-CH	<i>Klaus Turowski</i> SAP UCC Magdeburg
	<i>Stefan Weidner</i> SAP UCC Magdeburg

Track List

[Track 1] **Teaching the Next Generation - Proven and Innovative Teaching Concepts and Sustainability**

Chairs: Prof. Dr. Dietmar Kilian, Prof. Dr. Cordula Boden

Teaser: In this track, experiences and concepts from SAP teaching are to be exchanged. Innovative and proven concepts are welcome here. What makes a teaching concept a popular course? Another topic is sustainability, which can be represented in software solutions and in teaching itself.

Possible topics:

- Classroom learning vs. distant learning vs. hybrid learning
- Effective performance review (self, group, instructor)
- Business simulations and gamification
- Individualized learning paths
- Team learning
- Sustainability in teaching

Possible solutions:

- Video conferencing tools
- Collaboration tools
- Business games
- SAP learning environments
- Global Bike curriculum
- SAP educational services for teaching (UCC services, SAP Learning Hub, ...)
- Other supporting tools

[Track 2] **Being Part of the SAP Ecosystem - Cooperation Projects with Academia and Industry**

Chairs: Prof. Dr. Alexander Redlein, Dr. Harald Kienegger

Teaser: The track "Cooperation Projects between Academia and Business" aims to provide a forum for teachers/researchers and representatives from practice to exchange information about joint innovation and cooperation projects, innovative teaching concepts, and research work.

Research and cooperation projects, as well as practice-oriented teaching events jointly conducted by universities and companies, provide a framework for identifying the potentials and challenges of new technologies and exploring ways of realizing the possibilities in terms of human-centered and socially desirable technology design.

Although pure research and pure industry projects can provide exciting insights, the past has shown that innovative solutions can be found at the interface between teaching/science and practice.

We would be happy if you share your interesting experiences around current research and industry projects and teaching events in which universities collaborate with practice partners.

Possible topics:

- Best-practice exchange on courses (with company participation) *
- Research projects (with the participation of practice partners) **
- Co-innovation projects and partnerships (between science and business) ***

Possible solutions:

- SAP Next-Gen projects (from teaching, research, or co-innovation projects).
- Industry cooperation projects / externally funded projects in the SAP context
- SAP-related course concepts (with the involvement of practice partners)
- Research and innovation partnerships with SAP and/or SAP partners

* I.e., how are, e.g., lectures but also practical or project semesters designed in which students develop solutions for problems (from industry) using SAP solutions and technologies? What course formats do you offer as a university in cooperation with practice partners, and how are these designed conceptually and in terms of content? What results have been achieved here, and how are the students' achievements evaluated?

** What kind of research projects (in the SAP context) does your university conduct in cooperation with practice partners? What experiences and results were developed here, and how could a corresponding knowledge transfer into the companies be realized?

*** What development cooperations (in the SAP context) are carried out in collaboration with practice partners? What form do these cooperation projects take, and what solutions have resulted from them? What experience have you gained from such cooperation (lessons learned)?

[Track 3] **Technologies of the Next Generation - ML/AI, IoT, VR/AR, Blockchain, ...**

Chairs: Prof. Dr. Christian Drumm, Prof. Dr. Stefan Stöckler

Teaser: A high frequency of further developments in the field of artificial intelligence (AI) and machine learning (ML), but also in the possibilities of representation through augmented and virtual reality (AR/VR), are constantly giving rise to new solutions in the field of business systems. For example, production and service processes are undergoing a major upheaval; think of the possibilities of AR for training purposes or predictive or prescriptive maintenance.

What improved possibilities will AI and ML provide in the planning environment? What data will our production machines and manufactured products provide in the future for the further development of companies and their offerings? What do we learn from this, and how can we also use this information, for example, for sustainability? What are new working environments created by new technologies within or across companies?

In this track, we are interested in using innovative technologies or combining different services to solve complex tasks.

Possible topics:

- New technology-based cooperation models in companies
- New forms of cross-company cooperation (virtual companies)
- Improvement of sustainability aspects (company- or product-related) through the use of technology
- Consistent process design across all levels of the Smart Factory

- Decision support through AI & ML in enterprise applications, e.g., for forecasting/planning
- More efficient processing in the production and service environment through, e.g., AR, VR
- IoT and IoT platforms as data storage and analysis basis
- Use of low code, no code, and robotic process automation

[Track 4] Gaining Reliable Information - **Business Intelligence and Analytics**

Chairs: Prof. Dr. Tobias Hagen, Prof. Dr. Klaus Freyburger

Teaser: Do you use SAP solutions for business intelligence (BI) and analytics in teaching? Have you developed didactic concepts and data models that you use with SAP solutions - also in combination with non-SAP tools - in the classroom? Share your experiences with the community and submit a contribution in Track 4. We look forward to your contributions!

Possible topics:

- Data analysis and visualization
- Enterprise Data Warehousing
- Self-Service BI
- Data platforms for analytics
- Scenarios and data for teaching
- Corporate planning

Possible solutions:

- SAP Data Warehouse Cloud
- SAP BW/4HANA
- SAP Analytics Cloud
- Combination of SAP and non-SAP tools

[Track 5] Sustainable and Intelligent Business Process Transformation - **Enterprise and Business Process Management**

Chairs: Prof. Dr. Hans-Jürgen Scheruhn, Prof. Dr. Uta Mathis

Teaser: We understand sustainable enterprise or business process management as an interdisciplinary topic that can be discussed from a wide variety of perspectives, be it from the perspective of business administration, computer science, or different industries. New developments in technologies and methods, such as process mining, big data, robotic process automation, data mining, and predictive analytics/machine learning, open up new possibilities for sustainable and holistic enterprise and process design and management. In order to meet the requirements for a sustainable and intelligent transformation, the following points should be reflected:

- Long-term success assurance: tangible value and support for the achievement of economic, environmental, and social goals, e.g., via corporate social responsibility (CSR) reporting
 - Complete coverage of all tasks in terms of the Process Life Cycle
 - Completeness in the sense of all relevant end-to-end processes is in focus
 - Complete coverage of all relevant dimensions of the BPM Maturity Model: The process perspective is only one component of a holistic BPM
 - Flexibility: working with agile methods and working in flexible structures
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Submission, Review, and Presentation

Presentations and demonstrations will not be compensated or charged with registration fees. All contributions must be presented to the community in the form of a presentation (up to 15 slides) in German or English on one of the afternoon sessions of our conference (September 11 or 12, 2023). Papers, short papers, and practical presentations must be submitted for *exactly one track* via the conference tool: <https://acc2023.sapucc.in.tum.de/>.

Please use only the following template for your submission:

<https://acc2023.sapucc.in.tum.de/template-en> (MS-Word File)

<https://acc2023.sapucc.in.tum.de/template-de> (MS-Word File).

Alternatively, you can download the template directly from the conference page. You can freely choose the slide master for the presentation. Please make sure that the slides are easy to read.

Publication

Acceptance of a paper requires that at least one author is registered for the conference and has paid the conference fee. All accepted contributions are to be accompanied by slides. These will be made available to the participants electronically afterward.

Accepted full and short papers will be included in the online conference proceedings and published with DOI (Digital Object Identifier) via the portal <https://mediatum.ub.tum.de> of the Technical University Munich. With your submission, you accept the Creative Commons Attribution-NonCommercial 2.0 Germany (cc) license (<https://creativecommons.org/licenses/by-nc/2.0/de/>). With their submission, authors grant the conference organizers and their partners the non-exclusive, temporally, and spatially unrestricted right to publish and use their contributions in electronic and any other form (e.g., on CD-ROM, DVD, websites, or in print).

If abstracts for practical presentations meet scientific requirements (problem, methodology, result, summary), they will also be published in the conference proceedings.

Important dates

01.05.2023	Submission open
04.06.2023	Submission of contributions (paper <u>excl.</u> presentation, short paper <u>excl.</u> presentation, practically oriented presentation)
25.06.2023	Feedback to the submitters
09.07.2023	Submission of the final paper <u>incl.</u> presentation, short paper <u>incl.</u> presentation, and practically oriented presentation.
11-12.09.2023SAP	Academic Community Conference 2023 (D-A-CH) in Munich

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