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**On the Usage of Theories in the Field of *Wirtschaftsinformatik* –
A Quantitative Literature Analysis**

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Publications of the Institute for Information Systems
at the German Research Center for Artificial Intelligence (DFKI)

Editor: Prof. Dr. Peter Loos

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¹ The original German version of this report has been published under the following title: „Zur Verwendung von Theorien in der Wirtschaftsinformatik – Eine quantitative Literaturanalyse“ (IW_i-Heft 198). This report gives an overview of the usage of theories in the field of *Wirtschaftsinformatik*, which is the discipline focussing on research and design of information systems conducted by the German-speaking community. We have decided to use the German word *Wirtschaftsinformatik* in the title of this report in order to differentiate between this content and the current research in the field of *Information Systems* (IS). According to MERTENS ET AL. (2014, p. 271), IS can be seen as a “half-sister” discipline (in German: *Halbschwesterdisziplin*) of *Wirtschaftsinformatik* which should be clearly differentiated from each other because both disciplines’ contributions often have different objectives, use different methods and focus on different desired results. With respect to the relevant research objectives, common research methods, and accepted research results, *Wirtschaftsinformatik* is much more comparable to the discipline *Business Informatics* (see IEEE Technical Committee on Business Informatics and Systems (TCBIS), <http://tab.computer.org/tcbis/>). However, the Business Informatics community is not equivalent to the *Wirtschaftsinformatik* community. In other words, the term *Wirtschaftsinformatik* more or less stands for “Business Informatics in the German-speaking countries” in the context of this report.

² This research was partly supported by a grant from the German Research Foundation (DFG), project name: *Pluralistische Beurteilung der Qualität von Unternehmensmodellen – Qualitätsdiskurse und Diskursqualität innerhalb der Wirtschaftsinformatik (PluralistiQue)*, support code LO 752/4-1.

Abstract

The development of theories is a central goal of every scientific discipline. Hence, theory development is also of considerable importance to the field of *Wirtschaftsinformatik* (WI), which seeks to progress as a scientific discipline. WI is the discipline focussing on research and design of information systems conducted by the German-speaking community. WI has slightly different objectives, focusses on different methods and different desired results compared to the Anglo-American *Information Systems* (IS) research discipline. Although both disciplines deal with information systems as their main research object, Mertens et al. (2014) propose to consider both disciplines as *half-sister disciplines* (in German: Halbschwesterdisziplinen). Against the background of the growing importance of theory development in WI, a lot of WI research contributions use and reference existing theories and theoretical models for different purposes, e.g. to derive and test hypotheses or to justify design decisions in the context of information systems' design and development. Often, these theories originate from related scientific disciplines like *economics* or *psychology*. However, as it is still not clear which theories are of particular importance to WI research, this report aims at presenting a detailed analysis of the current usage of theories in WI and addresses the following research questions: *Which theories are used in WI research and where do they originate from?* and *How has the usage of theories developed over time?* These questions were examined based on a systematic analysis of a broad amount of scientific literature. Thus, this report is supposed to make a contribution to the ongoing discussion on the theoretical foundations of WI. Our analysis shows that 1,160 WI articles from 2000 to 2011 do, in large part, reference the same theories as Anglo-American *Information Systems* (IS) research. These findings are discussed and implications are highlighted.

Keywords: theory, theory development, Wirtschaftsinformatik, WI, Information Systems, IS, literature review, quantitative literature analysis

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Abbreviations

| | |
|-------|---|
| ACT | Adaptive Control of Thought |
| BISE | Business and Information Systems Engineering |
| BPM | Business Process Management |
| DFKI | Deutsches Forschungszentrum für Künstliche Intelligenz (<i>German Research Center for Artificial Intelligence</i>) |
| EP | Explanation and Prediction |
| GOM | Guidelines of Modeling |
| IS | Information Systems |
| ISR | Information Systems Research |
| IT | Information Technology |
| IWi | Institut für Wirtschaftsinformatik (<i>Institute for Information Systems</i>) |
| MISQ | Management Information Systems Quarterly |
| RSC | Reduced Social Cues |
| SST | Social Shaping of Technology |
| TAM | Technology Acceptance Model |
| UTAUT | Unified Theory of Acceptance and Use of Technology |
| WI | Wirtschaftsinformatik |

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1 Introduction

Wirtschaftsinformatik (WI) is an application-oriented discipline which uses various methods to design and conduct research on information systems (IS).³ Besides the design and development of innovative techniques, e.g. in the form of methods, models or software prototypes, the development of reliable scientific knowledge on IS, as well as related technologies, plays an important role.⁴ In the context of WI, this knowledge exists in different forms with different characteristics, e.g. in the form of systems of concepts or classifications, in the form of empirically supported systems of statements for explaining or predicting phenomena as well as in the form of systems of normative statements to guide action helping to achieve specified objectives.⁵ In the field of WI and the Anglo-American half-sister discipline *Information Systems* (IS),⁶ the umbrella term “theory” summarizes these different forms of knowledge. While the concept of theory is still controversial and heavily disputed, the creation and development of theories is, nevertheless, a central task in any scientific discipline.⁷ In general, the progress of the process of theory development is considered an important feature of scientific orientation and of the maturity of a research discipline. This is equally valid for the relatively young discipline of WI.

For several years, there has been a broad discussion in the field of WI as well as in the context of IS research on how these two research disciplines – both dealing with business information systems – can become more independent and distinct from related disciplines such as *computer science* or *business administration*.⁸ In this regard, the importance of a dedicated “theoretical foundation” of WI is repeatedly pointed out.⁹ Several systematic reviews showed that both IS research in general¹⁰ and empirical

³ cf. HEINRICH ET AL. (2011), WILDE ET AL. (2007a)

⁴ cf. BECKER (1995), FETTKE ET AL. (2010)

⁵ cf. GREGOR (2006), FISCHER ET AL. (2010), HOUY ET AL. (2011b), HOUY ET AL. (2011a)

⁶ cf. MERTENS ET AL. (2014), S. 271.

⁷ cf. DETEL (2007)

⁸ cf. ORLIKOWSKI ET AL. (1991), WATSON (2001), BENBASAT ET AL. (2003), GREIFFENBERG (2003b), WINTER ET AL. (2009a)

⁹ cf. PATIG (2001), LEHNER ET AL. (1995), LEHNER (1996)

¹⁰ cf. LIM ET AL. (2009)

research on *Business Process Management* (BPM) in particular¹¹ borrow from neighboring disciplines, such as Psychology or Economics, to undergird their theoretical assumptions. This is the reason why it is sometimes argued that especially WI, but also IS research, hardly possessed their own accepted theories and, therefore, could not be compared to other well-established scientific disciplines. Because of this lack of "scientific identity", WI is often considered to be rather an "art" (in German: *Kunstlehre*) than a "science" (in German: *Wissenschaft*).¹² The term "art" in this context refers to the pronounced design-oriented alignment of WI,¹³ where this critique generally addresses the design of IS artifacts. These IS artifacts – so the critique continues – were merely based on scattered empirical knowledge, analytical thinking as well as systematic speculation and, furthermore, solely geared towards practice.¹⁴ Thus, a further formalization of design processes and the acquisition of reliable scientific knowledge as well as a stronger "theoretical foundation" of research and development activities in WI have been repeatedly demanded.

In a recent discussion paper published in the journal WIRTSCHAFTSINFORMATIK/BISE,¹⁵ HESS points out that theory also plays a significant role in the context of WI teaching, especially since basic theoretical knowledge has a longer half-life than particular methods or techniques of WI. Against this background and closely related to the discussion indicated above, HESS asks for theories originating from WI:¹⁶ „The question on theories original to BISE still remains. It can be approached empirically and normatively. Off the top of his head, the BISE scientist would say that an autonomous subject like BISE also needs an autonomous theory. In practice this is not so currently. Lim et al. (2009) have clearly shown that information systems research (ISR) typically makes use of economic theories or the underlying theories of behavioral sciences.”

¹¹ cf. HOUY ET AL. (2011a)

¹² cf. HEINRICH (2011), p. 91.

¹³ cf. ÖSTERLE ET AL. (2010a)

¹⁴ cf. HEINRICH ET AL. (2011), p. 87.

¹⁵ cf. LOOS ET AL. (2013)

¹⁶ In this quotation, HESS refers to the field of *Wirtschaftsinformatik* using the often used abbreviation *BISE* which stands for *Business and Information Systems Engineering*.

Furthermore, HESS estimates the position of WI such „that BISE normally uses theories of related fields.“¹⁷

However, since there exists no study similar to the one by LIM ET AL. mentioned above, which investigates the usage of theories in the context of WI – at least not to the authors’ best knowledge – this report has the *goal* to investigate the usage of theories and theoretical models in WI research in more detail using a systematic literature analysis approach.¹⁸ In particular, the following *research questions* will be addressed: *Which theories are used in WI research and where do they originate from?* and *How has the usage of theories developed over time?* This report aims at shedding light on the current state of theory utilization in WI literature in order to contribute to the ongoing discussion on the theoretical foundation of WI as a scientific discipline.

This report is structured as follows: after this introduction, section 2 discusses the term *theory* and describes the significance of theories for WI research. In section 3, the research approach used in our quantitative literature analysis is presented in more detail, before section 4 presents the results of the review. Section 5 discusses the results and highlights some implications for future research before section 6 concludes the paper.

¹⁷ LOOS ET AL. (2013), p. 284.

¹⁸ cf. FETTKE (2006b)

2 On the Term *Theory* and its Relevance for WI

A variety of definitions of the term *theory* exist, which is the reason why this term is characterized by a certain lack of clarity.¹⁹ Basically, it describes a systematic and intersubjectively verifiable representation of scientific knowledge.²⁰ In some WI contributions, the concept “theory” is understood in a *classical sense* as a system of law-like statements (*if-then* statements, nomological hypotheses),²¹ which aims at explaining or predicting observable phenomena.²² In the context of so-called *design theories* – which have been gaining importance in WI and IS research in recent years²³ – statements are commonly formulated as *technological rules*, which are intended to support the design of IS. Technological rules are statements about *means-end* relationships to support practical actions, often formulated as prescriptive statements.²⁴ These *means-end* relationships are indeed closely linked to *cause-effect* relationships. However, they are not meant to explain certain phenomena but to guide and support action in the first place. The possibilities of transferring *theories* into *technological rules* were already discussed some time ago.²⁵

One particular systematization and interpretation of the term *theory* which has frequently been used in WI and especially in IS research was proposed by GREGOR.²⁶ According to this systemization, a *theory* is an artifact – an artificial entity created by humans. Theories reflect certain aspects of reality but would not exist without creative and intellectual human effort. Accordingly, theories do not exist *a priori* in reality. They are not discovered but created by means of the human *mind* and *experience* using *induction* and *deduction*. In her systematization, GREGOR classifies different *theory types* according to their predominant goals (“primary goals”). She proposes a taxonomy

¹⁹ cf. LEHNER (1999), p. 11.

²⁰ cf. DETEL (2007), pp. 89ff., FETTKE (2006a), pp. 104ff., FETTKE (2008), pp. 51ff.

²¹ Here and in the following: cf. HOUY (2011)

²² cf. WILD (1976)

²³ cf. FISCHER ET AL. (2010)

²⁴ cf. CHMIELEWICZ (1994)

²⁵ cf. ZELEWSKI (1994)

²⁶ cf. GREGOR (2006)

comprising five different theory types (see table 1), which are related to each other and have several shared components.

| Theory type | Goals and characteristics |
|------------------------------------|---|
| 1. Analysis and Description | Identification and description of relevant phenomena and analysis of scope. Answering the question “What is?”, no causal relationship or predictions. |
| 2. Explanation | Explanation of phenomena and possible correlations. Goal: “Understanding”, answering the questions: “What is?”, “How is it?”, “Why?”, “When?”, “Where?”, explanations without precise prediction of phenomena. |
| 3. Prediction | Statements regarding future events which are subject to certain conditions. Forecasts are based on probabilities. Answering the questions: “What is?”, “What will be?” but not “Why?”. |
| 4. Explanation and Prediction (EP) | Causally reasoned explanations, predictions and descriptions of phenomena and their relationships. Answering the questions: “What is?”, “How is it?”, “Why?”, “When?”, “Where?” and “What will be?”, forecasts and causal explanations. |
| 5. Design and Action | “Special case” of forecast, instructions serving to achieve desired result. “How to do something?”, precise instructions (methods, techniques and functional principles) for artifact design. |

Tab. 1: *Theory types according to GREGOR*²⁷

Furthermore, there exist some other views and perspectives concerning the concept of *theory* in the field of WI. Other opinions, which shall be mentioned here and which are essentially more concerned with the constituent characteristics of theories than with their purpose, were e.g. formulated by FRANK who defines theories as a set of consistent statements that meet various requirements, e.g. in terms of intersubjective accessibility or the usage of particular justification standards.²⁸ Furthermore, PATIG formulates a differentiated conceptualization of the term *theory* for WI from the perspective of structuralism,²⁹ building on the work of SNEED and STEGMÜLLER.³⁰

With respect to the previous remarks, it should be stated that the notion of theory in general as well as the particular notion of theory in WI and IS are complex and have not been finally clarified. In this report, we refrain from committing ourselves to one

²⁷ According to: GREGOR (2006), p. 620.

²⁸ cf. FRANK (2006)

²⁹ cf. PATIG (2001)

³⁰ cf. SNEED (1976), STEGMÜLLER (1986)

particular normative definition of theory or from even submitting an own proposal for defining the term *theory*. This report rather aims at investigating how the term *theory* is understood and used in the WI community in order to determine *what* is considered a theory. Against this background, the remainder of this contribution focuses more on an investigation on how the term *theory* is used in the underlying research work, rather than to argue for a particular normative concept of theory.³¹

Theories, as a systematic and consistent representation of scientific knowledge, can play an important role in the context of design-oriented research in WI and IS.³² There are important interrelationships between the development of artifacts (e.g. methods and techniques for the design of IS) and the development of theories. Established and innovative theories can support the (further) development of established and innovative artifacts. The same applies vice versa. Findings from the development and evaluation of artifacts can significantly contribute to the development of theories and scientific knowledge.³³ This relationship is visualized in figure 1.

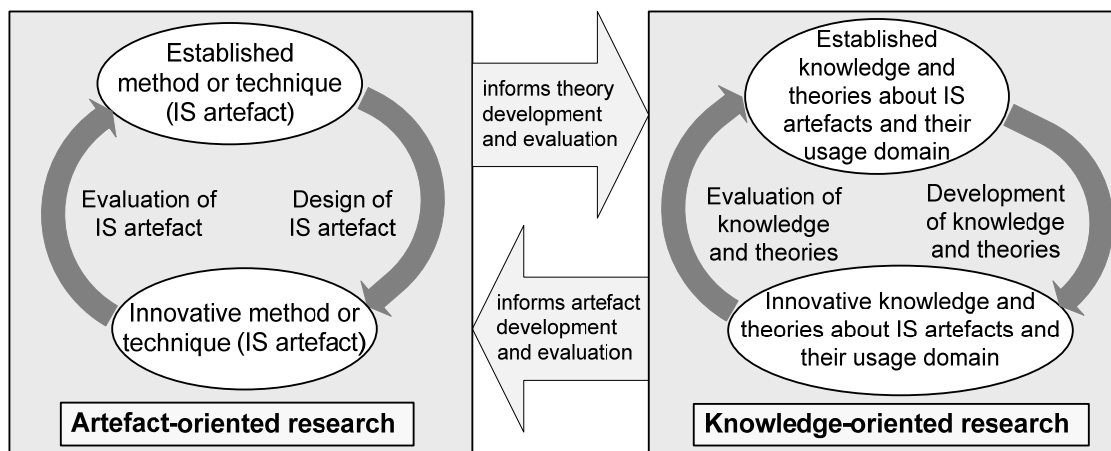


Fig. 1: *Interplay of theory and artefact development in WI and IS research*³⁴

In the following, the research approach of our literature analysis will be explicated.

³¹ A similar approach was adopted in the following contribution to study the theoretical foundations of research on understandability of process models: HOUY ET AL. (2014)

³² cf. FETKE ET AL. (2010)

³³ cf. Krcmar in WINTER ET AL. (2009a), HOUY ET AL. (2011a), PATAS ET AL. (2011)

³⁴ cf. HOUY ET AL. (2011a); FETKE ET AL. (2010)

3 Literature Review as Research Approach

3.1 Preliminary Remarks

In the context of this report, the five phases of a literature review approach suggested by FETTKE are applied.³⁵

1. *Problem statement*: delineation and clarification of the problem,
2. *Literature retrieval*: identification of appropriate literature,
3. *Literature assessment*: survey and classification,
4. *Literature analysis*: investigation and evaluation, and
5. *Presentation*: presentation of results.

3.2 Problem Statement

This contribution does *not* aim at a detailed description of the use of theories to answer the question “*How are theories used?*”. In fact, it is rather a survey and classification of the theories used in WI research (“*Which theories are used and where do they originate from?*”). To answer this question, a quantitative approach is used to investigate the usage of theories in a broad literature basis. Given the complexity of the concept of theory described above, an operational problem arises: what exactly should be considered a theory and, thus, be considered in scope of this literature analysis? The particular treatment of this challenge is described in more detail in section 3.4 (*Literature Analysis*).

3.3 Literature Retrieval and Assessment

In order to investigate a broad and relevant amount of WI literature, all articles published in the Proceedings of the Conference on *Wirtschaftsinformatik* (WI) from 2000 to 2011 and all articles published in the journal WIRTSCHAFTSINFORMATIK/-BISE (BISE) in the same period of time – to allow for a reasonable presentation of

³⁵ cf. FETTKE (2006b)

temporal trends – were analyzed regarding their usage of theories.³⁶ In this period of time, a total amount of 1,160 articles was published in both publication outlets, whereas the Proceedings of the WI contribute 650 articles and BISE contributes 510 articles. All articles were available in digital form.

3.4 Literature Analysis

Due to the complexity of the concept of *theory* outlined above, a reliable identification of theories is not trivial. To conduct a consistent analysis, it has to be clarified *what* should be considered a theory.³⁷ Selecting one particular normative theory definition could at the same time violate numerous requirements of other definitions. Therefore, in this report a *descriptive approach* was chosen to study what is meant by *theory*.

According to this objective and in line with the work of LIM ET AL.,³⁸ a simple, automated search for theories with the search term “*theor**” was carried out in the full texts as a first step. This was possible due to the electronic availability of all articles. An important goal of this approach was to minimize human error in the initial search for theories which obviously include the string “*theory*” in their name, such as *principal agent theory* or *transaction cost theory*. In addition, text passages headlined with “*theoretical foundation*”, “*theoretical background*” etc. could be identified by this approach. These passages were helpful to identify theories or theoretical models in which the character string “*theory*” is not included in the name, such as *technology acceptance model* (TAM) or *task-technology fit model*. Furthermore, the discovered “*theory candidates*” were matched with an encyclopedia as well as with the IS theory collection by SCHNEBERGER ET AL.³⁹ to determine whether they constitute theories accepted by the community. Thus, a collection of theories relevant in WI was developed, for which all the full texts were searched again until saturation was reached. Identified theories and their occurrences over time were documented.

³⁶ This period of time results from the fact that the Proceedings of the Conference on WI appear only every two years and literature selection was completed before the publication of the 2013 proceedings.

³⁷ cf. HOUY ET AL. (2014)

³⁸ cf. LIM ET AL. (2009)

³⁹ cf. Schneberger, S., Wade, M., Allen, G., Vance, A., Eargle, D. (Eds.) (2013). Theories Used in IS Research Wiki. <http://isttheory.byu.edu>, retrieved: 24.11.2014

Search results containing indeterminable theories or general wording like “in theory, it can be assumed that”, “theory and practice”, “theoretically” etc. were not considered. Moreover, theories that only occurred in the bibliography of an article – for instance in the title of a reference – but not in the text itself were not considered either. Furthermore, references to general *types of theory* with no specific explanation like “design theory”, “kernel theory” or “everyday theory” were not considered in the investigation. Although some WI researchers refer to meta-scientific theories, this report focuses on object-scientific theories and does not consider meta-scientific theories like *theories of truth* such as the *correspondence theory* or the *coherence theory*. Great care was applied in the evaluation phase, nevertheless, it can not be entirely excluded that certain theories were not included, for instance when a modified name of the theory was used. However, the authors believe to have found almost every theory reference by means of many rounds of analysis and revision. The findings will be presented in accordance with phase 4 (*Literature analysis*) and 5 (*Presentation*) of the introduced procedure model in more detail in the following section.⁴⁰

⁴⁰ cf. FETTKE (2006b)

4 Results of the Literature Review

4.1 Preliminary Remarks

Table 2 gives an overview of the discovered theories in alphabetic order and also takes into account the appearances of theories over time.⁴¹ Details on the according references of each theory appearance can be found in the appendix of this report. Table 2 also shows the attempt to assign each theory to those research areas and disciplines which they originate from and which they are relevant for. Within the amount of 1,160 publications in the two sources WI and BISE, 367 articles (approximately 31.6%) contain a total number of 705 references to 211 theories or theoretical models. References to one particular theory were only counted once per article. Although, many articles make reference to several theories, a major part of the 211 theories is mentioned only once.

The total amount of different theories is distributed as follows: 123 theories with one reference, 26 theories with two references, 19 theories with three references and 43 theories with four or more references – 14 of the latter theories with ten or more references. The fact that 123 theories (58.3% of all identified theories) are referenced only once and, thus, contribute only 17.4% to the total number of 705 theory references, while the 14 most occurring theories are referenced 299 times (42.4% of all identified theory references) indicates that the set of theories can be divided into theories which are obviously more and others which are obviously less significant for WI research.

⁴¹ The given alphabetic order is geared to the theory name in English. Furthermore, the according German theory name is given below.

4.2 Table of Results

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
|--|--------------------------------------|--------|------------------------|---|---|---|---|---|---|---|---|---|----|----------|----|
| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 |
| absorptive capacity (<i>Absorptive-Capacity-Theorie</i>) | business administration, Economics | WI | | | | | | | | | | 1 | | 1 | 3 |
| | | BISE | | 1 | | | | | | | | | | | |
| acceptance model by Degenhardt (<i>Akzeptanzmodell nach Degenhardt</i>) | acceptance research, sociology | WI | | | | 1 | | | | | | | | | 1 |
| action theory (<i>Handlungstheorie</i>) | philosophy, sociology | BISE | | | | | | | | | | | 1 | | 1 |
| activity theory (<i>Handlungs-regulationstheorie</i>) | work psychology | WI | | | | | | 1 | | | | | | | 1 |
| actor network theory (<i>Akteur-Netzwerk-Theorie</i>) | sociology | BISE | | | | 1 | | | | | | | | | 1 |
| adapted IS success model by Seddon (<i>Seddons IS-Success-Modell</i>) | information systems (IS) | BISE | | | | | | | | | | 1 | | | 1 |
| adaptive control of thought (<i>ACT-Theorie</i>) | cognitive psychology | WI | | | | | | 1 | | | | | | | 1 |
| adaptive expectations (<i>Theorie der adaptiven Erwartungen</i>) | macroeconomics | BISE | | | 1 | | | | | | | | | | 1 |
| adaptive structuration theory (<i>Adaptive Strukturierungstheorie</i>) | sociology, organization | WI | | | | | | | | | | | | 1 | 3 |
| | | BISE | | | | 1 | | | | | | 1 | | | |
| argumentation theory (<i>Argumentationstheorie</i>) | philosophy | WI | | | | | | | | | | 1 | | | 1 |
| attribution theory (<i>Attributionstheorie</i>) | psychology | WI | | | | | | | | 1 | | | | | 1 |
| auction theory (<i>Auktionstheorie</i>) | mathematics, business administration | WI | | 1 | | | | 2 | | 1 | | | | 1 | 11 |
| | | BISE | 2 | | | 1 | | 1 | 1 | | | 1 | | | |
| automata theory (<i>Automatentheorie</i>) | theoretical computer science | WI | | | | 1 | | | | | | | | 1 | 2 |
| behavioral decision theory (<i>Theorie des Entscheidungsverhaltens</i>) | information systems (IS), psychology | BISE | | | | | | | | | | | 1 | | 1 |
| behavioral theory (<i>Verhaltenstheorie</i>) | psychology | BISE | | | | 1 | | | | | | | | | 1 |
| broken windows theory (<i>Broken-Windows-Theorie</i>) | control / crime theory | WI | | | | | | 1 | | | | | | | 1 |
| Bunge-Wand-Weber-model (<i>Bunge-Wand-Weber-Modell</i>) | information systems (IS), philosophy | WI | | | | | | | | 1 | | 1 | | 2 | 5 |
| | | BISE | | | | | | | | | | 1 | | | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | | | | |
|---|--|--------|------------------------|---|---|---|---|---|---|---|---|---|----|----------|----|---|---|---|
| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 | | | |
| business process theory / workflow theory (<i>Geschäftsprozess-theorie</i>) | WI, information systems (IS) | WI | | | | | | 1 | | | | | | | | | 1 | |
| capital market theory (<i>Kapitalmarkttheorie</i>) | economics | WI | | | | | | 2 | | 2 | | 1 | | | | | 6 | |
| | | BISE | | | 1 | | | | | | | | | | | | | |
| channel expansion theory (<i>Channel-Expansion-Theorie</i>) | communication studies | BISE | | | | | | | | | 1 | 1 | | | | | 2 | |
| coalition theory (<i>Koalitionstheorie</i>) | organization | WI | | | | 1 | | | | | | | 1 | | | | 2 | |
| cognitive fit theory (<i>Cognitive-Fit-Theorie</i>) | information systems (IS) | BISE | | | | | | | | | | | | | | 1 | 1 | |
| cognitive load theory (<i>Cognitive-Load-Theorie</i>) | psychology of learning, cognitive psychology | WI | | | | | | | | | | | | | | 1 | 1 | |
| collaborative learning theory (<i>Theorie des kooperativen Lernens</i>) | education psychology | WI | | 1 | | | | | | | | | | | | | 1 | |
| communication theory (<i>Kommunikationstheorie</i>) | communication studies | WI | | | | 1 | | | | | | | | | | | 1 | 3 |
| | | BISE | | | | | | | | | | 1 | | | | | | |
| complexity theory (<i>Komplexitätstheorie</i>) | mathematics, computer science | WI | | 1 | | 1 | | | | | | | | | | | | 4 |
| | | BISE | | | | 1 | | | | | | | | | | | 1 | |
| computational learning theory (<i>Theorie des Maschinellen Lernens</i>) | computer science | WI | | | | | | 1 | | | | | | | | | | 2 |
| | | BISE | | | | | | | | | | 1 | | | | | | |
| consistency theory (<i>Konsistenztheorie</i>) | psychology | BISE | 1 | | | | | | | | | | | | | | | 1 |
| constructivism (<i>Konstruktivistische Lerntheorie</i>) | psychology of learning | WI | | | | 1 | | | | | | | 1 | | | | | 2 |
| contingency theory (<i>Kontingenztheorie</i>) | organization, psychology, strategic management | WI | | | | | | | | | | 1 | | | 1 | | | 9 |
| | | BISE | | 1 | 1 | | | | | | 1 | | | 1 | 3 | | | |
| contract theory (<i>Vertragstheorie</i>) | sociology, economics | BISE | | | | | 1 | | | | | | | | | | | 1 |
| control theory (<i>Kontrolltheorie / Regelungstheorie</i>) | applied mathematics, organization | WI | | | | | | | | | | 1 | | | | 3 | | 5 |
| | | BISE | | | | | | | | 1 | | | | | | | | |
| coordination theory (<i>Koordinationsstheorie</i>) | organization, strategic management | WI | | | | 1 | | | | 1 | | | | | | 1 | | 5 |
| | | BISE | | | | | | | | 1 | | | | 1 | | | | |
| credit risk theory (<i>Credit-Risk-Theorie</i>) | financial management | BISE | | | | | | 1 | | | | | | | | | | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 |
| critical social theory (<i>Kritische Gesellschaftstheorie</i>) | philosophy, sociology | BISE | | 1 | | | | | | | | 1 | | | 2 |
| culture theory (<i>Kulturtheorie</i>) | comparative anthropology, semiotics | WI | | | | | | | | | | | | 1 | 1 |
| customer loyalty theory (<i>Kundenbindungstheorie</i>) | business administration, economics | WI | | | | | | | | | | | | 1 | 1 |
| cybernetic theory (<i>Theorie der Kybernetik</i>) | inter-disciplinary | WI | | | | 1 | | | | | | | | | 1 |
| data base theory (<i>Datenbanktheorie</i>) | computer science | WI | | | | | | | | 1 | | | | | 1 |
| decision theory (<i>Entscheidungstheorie</i>) | economics, psychology, mathematics, statistics | WI | | 1 | | 3 | | 2 | | 2 | | 1 | | 1 | 22 |
| | | BISE | 1 | | | 2 | 1 | 2 | | | 1 | 1 | 2 | 2 | |
| Dempster Shafer theory of evidence (<i>Evidenztheorie</i>) | mathematics | WI | | | | | | | | | | | | 1 | 1 |
| diffusion of innovations (<i>Diffusionstheorie</i>) | sociology, economics | WI | | | | 1 | | | | 2 | | 3 | | 6 | 17 |
| | | BISE | | | | 2 | | | 1 | | | 1 | | 1 | |
| duality theory (<i>Dualitätstheorie</i>) | mathematics, operations research | WI | | | | | | 1 | | | | | | | 1 |
| dynamic acceptance model by Kollmann (<i>Dynamisches Akzeptanzmodell nach Kollmann</i>) | acceptance research, sociology | WI | | | | 1 | | | | | | | | | 1 |
| dynamic capabilities theory (<i>Dynamische Fähigkeiten von Unternehmen</i>) | microeconomics, strategic management | WI | | | | | | | | | | | | 1 | 1 |
| effects of experience on media appropriateness approach (<i>Effects-of-Experience- on-Media- Appropriateness-Ansatz</i>) | communication studies | BISE | | | | | | | | | 1 | | | | 1 |
| embeddedness theory (<i>Embeddedness-Theorie</i>) | economics | WI | | | | | | | | | | | | 1 | 1 |
| exit, voice and loyalty (<i>Exit-Voice-Loyalty- Theorie</i>) | sociology, organization | WI | | | | | | | | | | | | 1 | 1 |
| expectancy theory (<i>Valenz-Instrumentalitäts- Erwartungs-Theorie</i>) | motivation, psychology | WI | | | | | | | | 1 | | | | | 1 |
| expectation-confirmation theory (<i>Expectation- Confirmation-Theorie</i>) | marketing, economics | WI | | | | | | | | | | | | 1 | 1 |
| extended KM acceptance model (<i>Erweitertes KM- Akzeptanzmodell</i>) | WI, information systems (IS) | WI | | | | | | | | | | 1 | | | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| extended technology acceptance model (TAM2) (<i>Erweitertes Technologie-Akzeptanz-Modell, TAM2</i>) | information systems (IS) | WI | | | | | | | | | | | | 2 | 2 |
| fixpoint theory with subsumption (<i>Fixpunkttheorie</i>) | mathematics, computer science | WI | | 1 | | | | | | | | | | | 1 |
| full range of leadership model (<i>Full-Range-of-Leadership-Modell</i>) | management, business administration, economics | WI | | 1 | | | | | | | | | | | 1 |
| fuzzy decision theory (<i>Fuzzy-Entscheidungstheorie</i>) | economics, psychology, mathematics, statistics | WI | | | | | | 1 | | | | | | | 1 |
| fuzzy theory (<i>Theorie der unscharfen Mengen</i>) | mathematics, statistics | WI | | | | 2 | | 1 | | | | | | | 6 |
| | | BISE | | 1 | | | 1 | | | | | 1 | | | |
| game theory (<i>Spieltheorie</i>) | microeconomics, mathematics | WI | | | | 6 | | 3 | | 4 | | 2 | | 4 | 41 |
| | | BISE | 3 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | | 5 | | 2 | |
| general equilibrium theory (<i>Gleichgewichtstheorie</i>) | microeconomics | BISE | | | | 1 | | | | | | | | | 1 |
| "Gesamtbetrachtungstheorie" | jurisprudence, patent law | WI | | | | 1 | | | | | | | | | 1 |
| graph theory (<i>Graphentheorie</i>) | mathematics | WI | | 1 | | 2 | | | | 2 | | 1 | | 5 | 20 |
| | | BISE | 1 | | | 1 | 1 | 1 | | | 1 | 3 | | 1 | |
| information economics (<i>Informationsökonomik</i>) | business administration, economics | WI | | | | | | 1 | | 1 | | | | | 3 |
| | | BISE | | | | | 1 | | | | | | | | |
| information efficiency hypothesis (<i>Informationseffizienzhypothese</i>) | economics | WI | | | | | | 1 | | | | | | | 1 |
| information theory (<i>Informationstheorie</i>) | information science | WI | | | | | | 1 | | | | | | | 6 |
| | | BISE | | | | 1 | 1 | | | | | 2 | | 1 | |
| innovation theory (<i>Innovationstheorie</i>) | inter-disciplinary | WI | | | | | | | | | | 1 | | | 1 |
| institutional theory (<i>Institutionentheorie</i>) | sociology, organization | WI | | 1 | | | | 1 | | | | | | 1 | 7 |
| | | BISE | | 1 | | 2 | | | | | | | | 1 | |
| instructional design theory (<i>Instruktionsdesigntheorie</i>) | education | BISE | | | | | 1 | | | | | | | | 1 |
| interaction theory (<i>Interaktionstheorie</i>) | sociology, organization | WI | | | | | | | | | | 1 | | | 1 |
| investment theory (<i>Investitionstheorie</i>) | business administration | WI | | | | 1 | | | | | | | 1 | | 3 |
| | | BISE | | | | 1 | | | | | | | | | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| IS success model (<i>IS-Success-Modell</i>) | information systems (IS) | WI | | | | | | | | 1 | | | | 3 | 5 |
| | | BISE | | | | | | | | | | 1 | | | |
| IT value contribution model by Beimborn et al. (<i>IT-Wertbeitragsmodell</i>) | WI | WI | | | | | | | | | | | 1 | 1 | |
| "Kerntheorie" | jurisprudence, patent law | WI | | | | 1 | | | | | | | | 1 | |
| knowledge exchange theory (<i>Wissenstransfertheorie</i>) | communication studies | WI | | | | | | | | | | 1 | | 1 | |
| knowledge management theory (<i>Wissensmanagement-Theorie</i>) | WI, organization | WI | | | | | | | | | | 1 | | 2 | |
| | | BISE | | | | | | 1 | | | | | | | |
| language/action perspective (<i>Language/Action-Perspective</i>) | information systems (IS), computer science | WI | | | | | | | | | | | 1 | 1 | |
| law of diminishing marginal utility (<i>Theorie des abnehmenden Grenznutzens</i>) | economics | WI | | | | 1 | | 1 | | | | 3 | 2 | 8 | |
| | | BISE | | | | | | | | | 1 | | | | |
| learning theory (<i>Lerntheorie</i>) | psychology, education | WI | | | | 1 | | 1 | | 2 | | | | 7 | |
| | | BISE | 1 | 1 | | 1 | | | | | | | | | |
| lock-in theory (<i>Lock-In-Theorie</i>) | economics, business administration | WI | | | | | | | | | | 1 | | 1 | |
| logic theory (<i>Logiktheorie</i>) | mathematics, philosophy | WI | | | | | | 1 | | | | | | 1 | |
| macroeconomic growth theory (<i>Makroökonomische Wachstumstheorie</i>) | macroeconomics | WI | | | | | | | | | | | 1 | 2 | |
| | | BISE | | | | | | | | | | | 1 | | |
| macroeconomic theory (<i>Theorie der Makroökonomie</i>) | economics | WI | | | | | | | | 1 | | | | 1 | |
| management theory (<i>Managementtheorie</i>) | business administration, economics | BISE | | | | | | | | | | 1 | | 1 | |
| managerial cognition theory (<i>Managerial-Cognition-Theorie</i>) | psychology, strategic management | BISE | | | | | 1 | | | | | | | 1 | |
| market-based view (<i>Marktbasierter Ansatz</i>) | economics, business administration | WI | | | | | | | | 1 | | | | 3 | |
| | | BISE | | | | | | 1 | | 1 | | | | | |
| Maslow's hierarchy of needs (<i>Maslowsche Bedürfnishierarchie</i>) | psychology | WI | | | | | | | | | | | 2 | 3 | |
| | | BISE | | | | | | | | | | | 1 | | |
| mechanism design theory (<i>Mechanismus-Design-Theorie</i>) | game theory, mathematics | WI | | | | | | 1 | | | | | | 3 | |
| | | BISE | | | | 1 | | | | | | 1 | | | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | | |
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| mechanism theory (<i>Mechanism-Theorie</i>) | economics | WI | | | | | | 1 | | | | | | | | 1 |
| media accessibility theory (<i>Media-Accessibility-Theorie</i>) | communication studies | BISE | | | | | | | | | | 1 | | | | 1 |
| media richness theory (<i>Medienreichhaltigkeitstheorie</i>) | marketing, communication stud., management | WI | | | | | | | | 2 | | | | | 1 | 5 |
| | | BISE | | | | | | | | 1 | 1 | | | | | |
| media synchronicity theory (<i>Mediensynchronizitätstheorie</i>) | communication studies | WI | | 1 | | 1 | | | | 1 | | | | | | 5 |
| | | BISE | | | | | | | | | 1 | 1 | | | | |
| media theory (<i>Medientheorie</i>) | communication studies | BISE | | | | | | | | | | 1 | | | | 1 |
| Mednick's theory of the associative basis of the creative process (<i>Mednick's Theorie der assoziativen Hierarchien</i>) | psychology | WI | | | | | | | | | | | | | 1 | 1 |
| Mintzberg's "structure of five" (<i>Konfiguration von Mintzberg</i>) | strategic management | WI | | | | | | 1 | | | | | | | | 2 |
| | | BISE | | | | | | | | | | | 1 | | | |
| model of adoption of technologies in households (MATH) (<i>Technologieakzeptanzmodell für Haushalte</i>) | information systems (IS) | WI | | | | | | | | | | | | | 1 | 1 |
| model of service production by Corsten (<i>Modell der Dienstleistungsproduktion</i>) | economics, business administration | WI | | | | | | | | | | 1 | | | | 1 |
| model theory (<i>Modelltheorie</i>) | mathematics, inter-disciplinary | WI | | | | | | 1 | | 1 | | | | | 1 | 5 |
| | | BISE | 1 | | | | | | | | 1 | | | | | |
| modern portfolio theory (<i>Portfoliotheorie</i>) | financial management | WI | | | | | | 1 | | 2 | | | | | | 11 |
| | | BISE | | | | | 1 | | 1 | | 2 | | 3 | 1 | | |
| modern theory of the state (<i>Staatstheorie</i>) | political sciences | BISE | | | | | | 1 | | | | | | | | 1 |
| network theory (<i>Netzwerktheorie</i>) | mathematics, computer science | WI | | | | | | 1 | | | | | | | 1 | 6 |
| | | BISE | | | | 1 | | | 1 | | | | 1 | 1 | | |
| no free lunch in search and optimization (<i>No-Free-Lunch-Theorem</i>) | computer science | WI | | | | 1 | | | | | | | | | | 2 |
| | | BISE | | | | 1 | | | | | | | | | | |
| organizational learning theory (<i>Theorie des organisationalen Lernens</i>) | organization, sociology | WI | | 1 | | 1 | | | | | | | | | 1 | 5 |
| | | BISE | | 1 | | 1 | | | | | | | | | | |
| organizational theory (<i>Organisationstheorie</i>) | organization, business administration | WI | | 2 | | | | 1 | | 2 | | 3 | | 3 | 25 | |
| | | BISE | 2 | 2 | 1 | 1 | 1 | 1 | | | | 4 | 1 | 1 | | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| people/artifact framework (<i>People/Artifact-Framework</i>) | computer science (HCI), information systems (IS) | WI | | | | | | | | | | 1 | | | 1 |
| power theory (<i>Machttheorie</i>) | economics, sociology, philosophy | BISE | | 1 | | | | | | | | 1 | | | 2 |
| principal agent theory (<i>Prinzipal-Agenten-Theorie</i>) | business administration, economics | WI | | | | | 1 | | 2 | | 3 | | | 2 | 16 |
| | | BISE | | | 3 | 1 | | 1 | | 2 | | 1 | | | |
| probability theory (<i>Wahrscheinlichkeitstheorie</i>) | mathematics | WI | | | 1 | | | | 1 | | | | | | 2 |
| production cost theory (<i>Produktionskostentheorie</i>) | business administration, economics | BISE | | | | | 1 | 1 | | | | | | | 2 |
| production theory (<i>Produktionstheorie</i>) | economics | WI | | | 1 | | 1 | | | | | | | 1 | 5 |
| | | BISE | 1 | | 1 | | | | | | | | | | |
| property rights theory (<i>Theorie der Verfügungsrechte</i>) | economics, organization | WI | | | | | 1 | | | | 1 | | | | 3 |
| | | BISE | | | 1 | | | | | | | | | | |
| property theory (<i>Vermögensstheorie</i>) | economics, jurisprudence | WI | | | 1 | | | | | | | | | | 1 |
| prospect theory (<i>Neue Erwartungstheor.</i>) | economics, psychology | WI | | | | | | | 1 | | | | | | 1 |
| PSI theory (<i>Persönlichkeits-System-Interaktionen</i>) | psychology | WI | | | | | | 1 | | | | | | | 1 |
| psycho-social theory (<i>Theorie der psychosozialen Entwicklung</i>) | psychology | BISE | | | | | | | | | | 1 | | | 1 |
| punctuated equilibrium theory (<i>Punktualismus</i>) | organization, paleontology | BISE | | | | | | | | | | | 1 | | 1 |
| quantum theory (<i>Quantentheorie</i>) | physics | WI | | | 1 | | | | | | | | | | 1 |
| queueing theory (<i>Wartenschlangentheorie</i>) | mathematics, operations research | WI | | | | | | | 1 | | | | | | 8 |
| | | BISE | | 1 | | | 1 | 1 | | 1 | | 1 | 2 | | |
| random utility theory (<i>Random-Utility-Theorie</i>) | economics, marketing | BISE | | | | | | | | | | | | 1 | 1 |
| random walk theory (<i>Theorie der symmetrischen Irrfahrt</i>) | sociology, economics, financial management | BISE | | | | 1 | | | | | | | | | 1 |
| real options theory (<i>Realoptionstheorie</i>) | economics, business administration | BISE | | | | | | | 1 | | 1 | | | 1 | 3 |
| reduced social cues approach (<i>RSC-Ansatz</i>) | media and communication psychology | BISE | | | | | | | | | 1 | | | | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | | |
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| regulation theory (<i>Regulierungstheorie</i>) | economics | BISE | | | | | | 1 | | | | | | | | 1 |
| relational database model (<i>Relationales Datenbankmodell</i>) | computer science | BISE | | | | | | | | | | 1 | | | | 1 |
| resource dependence theory (<i>Ressourcen-abhängigkeitsansatz</i>) | organization, strategic management | WI | | 1 | | | | | | | | 1 | | | 1 | 5 |
| | | BISE | | 1 | 1 | | | | | | | | | | | |
| resource-based view (<i>Ressourcentheorie</i>) | microeconomics, strategic management | WI | | 1 | | | | 3 | | 1 | | 1 | | | 2 | 22 |
| | | BISE | | 1 | 4 | 1 | 1 | 1 | | 1 | 3 | 1 | 1 | | | |
| Riebels's enterprise theory (<i>Unternehmenstheorie nach Riebel</i>) | business administration, organization | WI | | | | 1 | | | | | | | | | | 1 |
| risk theory (<i>Risikothorie</i>) | mathematics | WI | | 1 | | | | | | 1 | | | | | | 2 |
| SCM model by Hauptmann and Zeier (<i>Kern-Schalen-Architektur für Supply-Chain-Management</i>) | WI | WI | | | | 1 | | | | | | | | | | 2 |
| | | BISE | | | 1 | | | | | | | | | | | |
| search theory (<i>Suchtheorie</i>) | economics | WI | | | | | | 1 | | | | | | | | 3 |
| | | BISE | | | | 2 | | | | | | | | | | |
| secure multi-party computation (<i>Theorie des sicheren Mehrparteienrechnens</i>) | computer science | BISE | | | | | | | | | | | | | 2 | 2 |
| self-determination theory (<i>Selbstbestimmungstheorie</i>) | psychology | WI | | | | 1 | | | | | | | | | | 1 |
| semantic theory of truth (<i>Tarskis semantische Wahrheitstheorie</i>) | linguistic philosophy | WI | | | | | | | | | | | | | 1 | 1 |
| SERVQUAL | marketing, consumer research | WI | | | | | | | | 1 | | | | | | 2 |
| | | BISE | | 1 | | | | | | | | | | | | |
| set theory (<i>Mengentheorie</i>) | mathematics | BISE | 1 | | | | | 1 | | | | | | | | 2 |
| shareholder value theory (<i>Shareholder-Value-Theorie</i>) | business administration, economics | BISE | | | | | | | | | | | 1 | | | 1 |
| signal detection theory (<i>Signalerkennungstheorie</i>) | inter-disciplinary | WI | | | | 1 | | | | | | | | | | 1 |
| signaling theory (<i>Signaling</i>) | behavioral biology | BISE | | | | | | | | | | | | | 1 | 1 |
| social capital theory (<i>Sozialkapitaltheorie</i>) | sociology, politics | BISE | | | | | | | | | | | | | 1 | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| social cognitive theory (<i>Sozialkognitive Lerntheorie</i>) | psychology, economics | WI | | | | | | | | 1 | | | | 2 | 3 |
| social exchange theory (<i>Austauschtheorie</i>) | economics, psychology, sociology | WI | | | | | | 1 | | | | | | 3 | 5 |
| | | BISE | | | | | | | 1 | | | | | | |
| social impact theory (<i>Theorie des sozialen Einfluss</i>) | sociology, social psychology | WI | | | | | | | | 1 | | | | | 2 |
| | | BISE | | | | | | | | | | 1 | | | |
| social learning theory (<i>Theorie des sozialen Lernens</i>) | psychology, criminology | BISE | | | | 1 | | | | | | | | | 1 |
| social network theory (<i>Theorie sozialer Netzwerke</i>) | sociology, systems theory | BISE | | | | | | | | | | | | 1 | 1 |
| social presence theory (<i>Theorie der sozialen Präsenz</i>) | communication studies, sociology | WI | | | | | | | | 1 | | | | | 3 |
| | | BISE | | | | | | | | | 1 | 1 | | | |
| social shaping of technology (<i>SST-Theory</i>) | sociology, technical sociology | WI | | | | | | | | | | | | 1 | 1 |
| sociological theory (<i>Soziologische Theorie</i>) | sociology | WI | | | | | | | | | | | | 1 | 1 |
| specification theory (<i>Spezifikationstheorie</i>) | computer science | WI | | | | | | | | | | 1 | | | 1 |
| speech act theory (<i>Sprechakttheorie</i>) | linguistics, communication studies | WI | | | | | | | | 1 | | | | 1 | 5 |
| | | BISE | | 1 | 1 | | | | | | | | | 1 | |
| “Sprachstufentheorie” | philosophy, logics | BISE | | | | 1 | | | | | | | | | 1 |
| stage theory (<i>Stufentheorie</i>) | organization, systems theory | WI | | | | | | | | | | 1 | | | 3 |
| | | BISE | | | | | | | | | | 2 | | | |
| stakeholder theory (<i>Stakeholder-Theorie</i>) | business administration, economics | WI | | 1 | | | | | | | | 1 | | 1 | 4 |
| | | BISE | | 1 | | | | | | | | | | | |
| statistical learning theory (<i>Statistische Lerntheorie</i>) | education, psychology | BISE | | | | | | | | | | | 1 | | 1 |
| stimulus-contribution theory (<i>Anreiz-Beitrag-Theorie</i>) | work motivation, economics | WI | | | | | | | | | | 1 | | | 3 |
| | | BISE | 2 | | | | | | | | | | | | |
| stimulus-organism- response-model (<i>SOR-Modell</i>) | psychology | WI | | | | | | | | | | | | 1 | 1 |
| strategic choice theory (<i>Theorie der strategischen Wahl</i>) | organization, strategic management | WI | | 1 | | | | | | 1 | | | | | 2 |
| structure theory (<i>Strukturtheorie</i>) | inter-disciplinary | BISE | | | | | | | | | | 1 | | | 1 |
| systems theory (<i>Systemtheorie</i>) | inter-disciplinary | WI | | 1 | | 3 | | 3 | | 2 | | 1 | | 2 | 27 |
| | | BISE | 3 | 1 | 1 | | 1 | 1 | 2 | | 1 | 4 | 1 | | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
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| task technology fit model (<i>Task-Technology-Fit-Modell</i>) | information systems (IS) | WI | | | | 1 | | | | 1 | | | 1 | 5 | |
| | | BISE | | | | 1 | | | 1 | | | | | | |
| technology acceptance model (TAM) (<i>Technologie-Akzeptanz-Modell</i>) | information systems (IS) | WI | | | | 2 | | 1 | | 5 | | 3 | | 13 | 32 |
| | | BISE | | | | | | | 2 | | 1 | 2 | 2 | 1 | |
| theoretical approach for simultaneous human resources planning (<i>Theoretischer Ansatz zur simultanen Personalplanung nach Kossbiel</i>) | business administration | WI | | | | | | | | | | 1 | | 1 | |
| theoretical model of communication quality (<i>Theorie der Kommunikationsqualität</i>) | communication studies | WI | | | | | | | | | | | 1 | 1 | |
| "Theorie der realen Verbandspersönlichkeit" | jurisprudence | WI | | | | | | | | | | 1 | | 1 | |
| theory of 16 basic desires (<i>Theorie der 16 Lebensmotive</i>) | psychology, motivation | WI | | | | | | | | | | | 1 | 1 | |
| theory of adaptive decision making (<i>Adaptive-Decision-Making-Theorie</i>) | organization, strategic management | WI | | | | | | | | | | 1 | | 1 | |
| theory of business and economics education (<i>Theorie der Wirtschaftspädagogik</i>) | education, economics | BISE | 1 | | | | | | | | | | | 1 | |
| theory of communicative action (<i>Theorie des kommunikativen Handelns</i>) | communication, sociology, social philosophy | WI | | | | | | | | 1 | | | | 1 | 3 |
| | | BISE | | | | | | | | | | | 1 | | |
| theory of conflict management (<i>Theorie des Konfliktmanagements</i>) | psychology, organization | WI | | | | | | | | | | | 1 | 1 | |
| theory of constraints (<i>Engpassstheorie</i>) | inter-disciplinary systems theory | BISE | | | | | 1 | 1 | | | | | | 2 | |
| theory of dominant design (<i>Theorie des dominanten Designs</i>) | technology management | WI | | | | | | | | 1 | | | | 1 | |
| theory of electronic markets (<i>Theorie der elektronischen Märkten</i>) | economics, WI | WI | | | | | | 1 | | | | | | 1 | |
| theory of evolution (<i>Theorie von Selektion und Mutation/ Evolutionstheorie</i>) | biology | BISE | | | | 1 | | | | | | | | 1 | |
| theory of experiential learning (<i>Theorie des erfahrungsbasierten Lernens</i>) | education, psychology | WI | | | | | | | | | | | 1 | 1 | |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | | |
|---|------------------------------------|--------|------------------------|---|---|---|---|---|---|---|---|---|----|----------|----|---|
| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 | |
| theory of financial intermediation (<i>Intermediationstheorie</i>) | financial management | WI | | | | | | | | | 2 | | | | | 3 |
| | | BISE | | | | 1 | | | | | | | | | | |
| theory of generalization (<i>Theorie des Generalisierens</i>) | computer science, machine learning | WI | | | | | | | | | | | | 1 | | 1 |
| theory of hierarchical systems (<i>Theorie hierarchischer Systeme</i>) | organization, systems theory | WI | | | | | | | | 1 | | | | | | 2 |
| | | BISE | | | | | | | | | 1 | | | | | |
| theory of hierarchically distributed decisions (<i>Theorie hierarchischer verteilter Entscheidungen</i>) | organization, WI | BISE | | | | | | | | 1 | | | | | | 1 |
| theory of identical elements (<i>Theorie der identischen Elemente</i>) | psychology | WI | | | | | | | | | | | | 1 | | 1 |
| theory of incomplete contracts (<i>Theorie der unvollständigen Verträge</i>) | economics | WI | | | | | | | 1 | | | | | | | 1 |
| theory of inter-personal behavior (<i>Theorie interpersonalen Verhaltens</i>) | social psychology | WI | | | | | | | | | | | | 2 | | 2 |
| theory of IS development as complex problem solving | information systems (IS) | WI | | | | | | | | | | | | 1 | | 1 |
| theory of IS development as economic transformation process | information systems (IS) | WI | | | | | | | | | | | | 1 | | 1 |
| theory of mass customization (<i>Mass-Customization-Theorie</i>) | business administration | WI | | | | 1 | | 1 | | | | | | | | 2 |
| theory of monopolistic pricing (<i>Theorie der monopolistischen Preisbildung</i>) | economics | BISE | | | | | | | | 1 | | | | | | 1 |
| theory of motivation (<i>Motivationstheorie</i>) | psychology | WI | | | | | | | | 1 | | 1 | | | | 2 |
| theory of opinion leadership (<i>Theorie der Meinungsführerschaft</i>) | sociology | BISE | | | | | | | | | | 1 | | | | 1 |
| theory of orectic psychological determinism (<i>Theorie des psychologischen Determinismus</i>) | psychology | WI | | | | | | | | | | | | 1 | | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | | | |
|--|--|--------|------------------------|---|---|---|---|---|---|---|---|---|----|----------|----|--|----|
| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 | | |
| theory of perfect competition (<i>Theorie des vollkommenen Marktes</i>) | economics | BISE | | | 1 | | | | | | | | | | | | 1 |
| theory of perspective making and perspective taking (<i>Perspective-Making/ Perspective-Taking</i>) | information systems (IS), sociology | WI | | | | | | | | | | | 1 | | | | 1 |
| theory of planned behavior (<i>Theorie des geplanten Verhaltens</i>) | social psychology | WI | | | | | | | | | | | 1 | | 6 | | 11 |
| | | BISE | | | | | | 1 | | 1 | | 1 | 1 | | | | |
| theory of psychic distance (<i>Theorie der psychischen Distanz</i>) | psychology, business administration, economics | WI | | | | | | | | | | | 1 | | | | 1 |
| theory of psychogenic needs (<i>Murrays Persönlichkeitstheorie</i>) | psychology | WI | | | | | | | | | | | | | 2 | | 3 |
| | | BISE | 1 | | | | | | | | | | | | | | |
| theory of psychological relevance (<i>Theorie der psychologischen Relevanz</i>) | psychology | WI | | | | | | | | | | | 1 | | | | 1 |
| theory of rational expectations (<i>Theorie rationaler Erwartungen</i>) | macroeconomics | BISE | | | 1 | | | | | | | | | | | | 1 |
| theory of reasoned action (<i>Theorie des überlegten Handelns</i>) | social psychology | WI | | | | | | | | | | | 1 | | 6 | | 8 |
| | | BISE | | | | | | | | | | | | 1 | | | |
| theory of relativity (<i>Relativitätstheorie</i>) | physics | WI | | | | 1 | | | | | | | | | | | 1 |
| theory of the firm (<i>Theorie der Unternehmung</i>) | business administration, economics | WI | | | | | | | | | | | | | 2 | | 3 |
| | | BISE | | | | 1 | | | | | | | | | | | |
| theory of the network effect (<i>Netzeffekttheorie</i>) | economics | WI | | | | 1 | | | | | | | 1 | | | | 7 |
| | | BISE | 1 | 1 | | 1 | | 1 | | | | | 1 | | | | |
| theory of perceived risk (<i>Theorie der Risikowahrnehmung</i>) | psychology | WI | | | | | | | | | | | 1 | | | | 1 |
| theory of the strength of weak ties (<i>Theorie der „strength of weak ties“</i>) | sociology | BISE | | | | | | | | | 1 | | | | | | 1 |
| three-sector theory (<i>Drei-Sektoren-Theorie</i>) | economics | WI | | | | | | | | | | | 1 | | | | 1 |
| time, interaction and performance theory (<i>Time-Interaction-Performance-Theorie</i>) | social psychology | BISE | | | | 1 | | | | | | | | | | | 1 |

| Theory | field of research | source | Year (2000 until 2011) | | | | | | | | | | | Σ | |
|--|---|--------|---|---|---|---|---|---|---|---|---|---|----|----------|-----------|
| | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | 11 |
| transaction cost theory (Transaktionskosten- theorie) | organization, business administration | WI | | 3 | | 1 | | 3 | | 2 | | 3 | | 2 | 34 |
| | | BISE | 1 | 2 | | 5 | 2 | 1 | 1 | 2 | | 4 | 1 | 1 | |
| transaction utility theory (Transaktionsnutzen- theorie) | business administration, organization | BISE | | | | 1 | | | | | | | | | 1 |
| uncertainty reduction (Unsicherheitstheorie) | communication studies | WI | | | | | | | | | | | | 1 | 1 |
| unified theory of acceptance and use of technology (UTAUT) (UTAUT-Modell) | information systems (IS) | WI | | | | | | 1 | | | | | | 7 | 9 |
| | | BISE | | | | | | | 1 | | | | | | |
| updated IS success model (IS-Success-Modell (aktualisiert)) | information systems (IS) | BISE | | | | | | | | | | 1 | | | 1 |
| upper echelons theory (Upper-Echelons- Theorie) | strategic management, organization | WI | | | | | | | | 1 | | | | | 1 |
| usability theory (Theorie der Gebrauchs- tauglichkeit) | inter-disciplinary | WI | | | | | | | | | | | | 1 | 1 |
| utility theory (Nutzentheorie) | microeconomics | WI | | | | 2 | | | | | | | | | 10 |
| | | BISE | | | 1 | 2 | | | 1 | | | | 4 | | |
| valuation of options (Optionspreistheorie) | financial management | WI | | | | | | | | | | 1 | | 1 | 5 |
| | | BISE | | | | | 1 | 1 | | | | | | 1 | |
| variance theory (Varianztheorie) | philosophy | WI | | 1 | | | | | | | | | | | 1 |
| welfare economics (Wohlfahrtstheorie) | economics | WI | | | | 1 | | | | | | | | | 1 |
| workflow patterns (Workflow Pattern) | information systems (IS), WI | WI | | | | | | 1 | | 2 | | | | 3 | 9 |
| | | BISE | | | | | | | | | 1 | 2 | | | |
| Number of theories:211 | | | Number of theory references: 705 | | | | | | | | | | | | |

Tab. 2: Identified theories in alphabetical order

4.3 Separate Analysis of „Conference on Wirtschaftsinformatik – WI“

With 650 of 1,160 articles from 2000 to 2011, the Proceedings of the Conference on WI contribute 56% to the total amount of examined literature. The number of WI publications per year tends to grow over the course of time, which becomes evident in the upper curve in figure 2 and in the data in table 3. However, not only the number of publications but also the number of theory references (384 in total) identified in the set

of articles grows (lower curve in figure 2). The latter tends to grow even faster than the number of publications, which suggests an increasing importance of the usage of theories in WI research. In table 3 the ratios of the numbers of theory references and the total number of WI publications are given. The resulting relative values grow over the years – apart from 2009, which is due to the relatively high number of articles in that year.

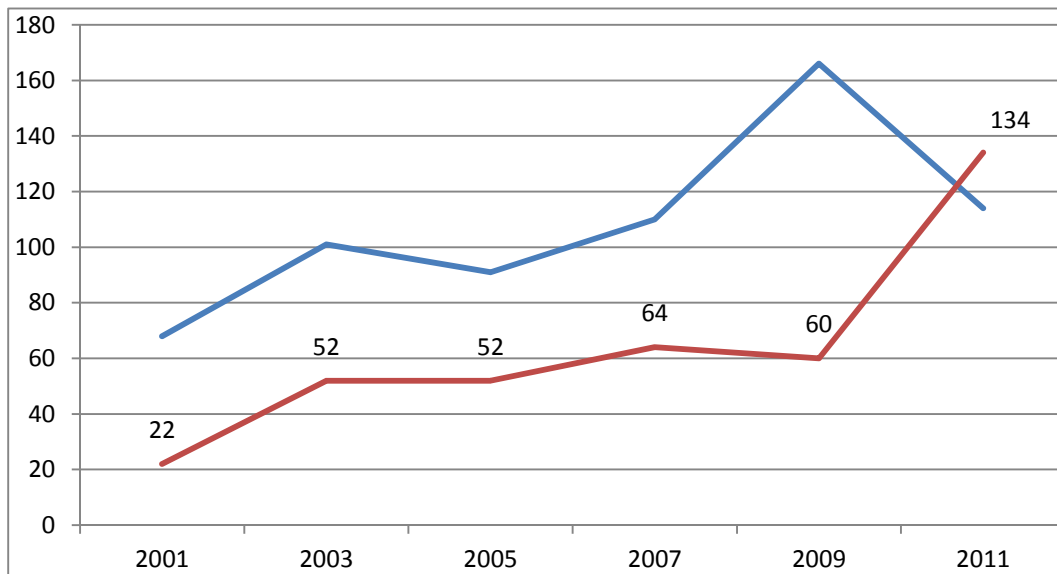


Fig. 2: Development of the number of publications (upper curve) and theory references (lower curve) – WI

| Year | Number of WI publications | Number of articles with theory references (TR) | Ratio number of articles with TR / number of WI publications | Number of TR in WI | Ratio number of TR in WI / number of WI publications |
|------------|---------------------------|--|--|--------------------|--|
| 2001 | 68 | 11 | 16.2 % | 22 | 32.4 % |
| 2003 | 101 | 30 | 29.7 % | 52 | 51.5 % |
| 2005 | 91 | 28 | 30.8 % | 52 | 57.1 % |
| 2007 | 110 | 34 | 30.9 % | 64 | 58.2 % |
| 2009 | 166 | 41 | 24.7 % | 60 | 36.1 % |
| 2011 | 114 | 58 | 50.9 % | 134 | 117.5 % |
| Sum | 650 | 202 | Ø = 31.1 % | 384 | Ø = 59.1 % |

Tab. 3: Development of the number of publications and theory references – WI

It turns out that out of the 211 identified theories, 158 theories (74.9%) are used in WI articles. Out of these, 90 theories exclusively appear in the WI proceedings, where 29 of these 90 theories (32.2%) were first referenced and used in 2011. This suggests a current tendency to reinforce the introduction and usage of theoretical models from other disciplines and research areas in WI research.

Although the usage of theories tends to be distributed rather evenly, it is noteworthy that different theories are used more often in the WI proceedings than in BISE, for instance the *technology acceptance model* (TAM) (24 of 32 references in the total amount of reviewed literature), *diffusion of innovations* (12 of 17), *UTAUT* (8 of 9), the *theory of reasoned action* (7 of 8) or the *law of diminishing marginal utility* (7 of 8). These theories are also often used in the context of IS research.⁴² Other theories, however, are most frequently referenced in BISE; the next section will elaborate on this.

4.4 Separate Analysis of WIRTSCHAFTSINFORMATIK/BISE

With 510 of 1,160 articles in the investigated period, the journal WIRTSCHAFTSINFORMATIK/BISE contributes a share of 44% to the total amount of the examined literature. The number of publications per year is not subject to major variations (42.5 articles on average, see upper curve in figure 3). In the total of 510 articles published in BISE, 321 theory references could be identified while the development over time shows not such a clear trend as in the WI proceedings. For example, in 2003 a total of 53 theory references could be identified – more than in all subsequent years, apart from 2009. However, considering the relative values in table 4, BISE also shows a generally rising, though highly variable, trend in the number of theory references (see lower curve in figure 3). Table 4 also shows that the ratio of theory references and the number of total articles is slightly higher on average than in the WI proceedings.

⁴² cf. LIM ET AL. (2009), p. 6.

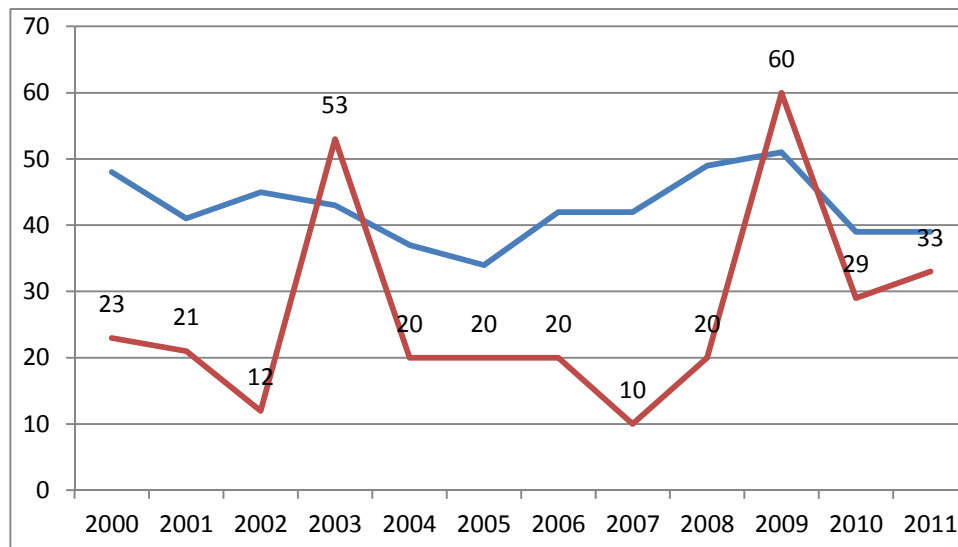


Fig. 3: Development of the number of publications (upper curve) and theory references (lower curve) – BISE

In BISE 121 of the 211 identified theories were referenced (57.3%), 52 of which can only be found in the set of BISE articles. Important theories that are frequently referenced in BISE are the *game theory* with 22 references, the *transaction cost theory* (20), the *systems theory* (15), the *resource-based view* (14) and the *principal agent theory* (8).

| Year | Number of BISE publications | Number of articles with theory references (TR) | Ratio number of articles with TR / number of BISE publications | Number of TR in BISE | Ratio number of TR / number of BISE publications |
|------------|-----------------------------|--|--|----------------------|--|
| 2000 | 48 | 14 | 29.2 % | 23 | 47.9 % |
| 2001 | 41 | 11 | 26.8 % | 21 | 51.2 % |
| 2002 | 45 | 8 | 17.8 % | 12 | 26.7 % |
| 2003 | 43 | 24 | 55.8 % | 53 | 123.3 % |
| 2004 | 37 | 9 | 24.3 % | 20 | 54.1 % |
| 2005 | 34 | 12 | 35.3 % | 20 | 58.8 % |
| 2006 | 42 | 12 | 28.6 % | 20 | 47.6 % |
| 2007 | 42 | 7 | 16.7 % | 10 | 23.8 % |
| 2008 | 49 | 9 | 18.4 % | 20 | 40.8 % |
| 2009 | 51 | 26 | 50.9 % | 60 | 117.6 % |
| 2010 | 39 | 15 | 38.5 % | 29 | 74.4 % |
| 2011 | 39 | 18 | 46.2 % | 33 | 84.6 % |
| Sum | 510 | 165 | Ø = 32.4 % | 321 | Ø = 62.9 % |

Tab. 4: Development of the number of publications and theory references – BISE

The following section presents a theory ranking which is based on the total amount of articles from both sources.

4.5 Theory Ranking

The following theory ranking contains all theories which were referenced at least six times – a total of 27. These theories are presented in table 5, arranged in descending order. In the light of the results documented in table 2, table 5 also shows the *long tail phenomenon* described by LIM ET AL. in the field of IS research.⁴³ It turns out that only a few specific theories occur very frequently while many others only occur sporadically; in our study, more than 150 of the identified theories are referenced only once or twice. Of particular importance are, however, the *game theory*, the *transaction cost theory* and the *technology acceptance model* (TAM). The latter also had the highest number of citations in the study by LIM ET AL.⁴⁴ Table 5 on the following page shows that most of the theories used in WI research originate from areas like *economics*, *business administration*, *mathematics*, *sociology*, *psychology*, *finance* and *IS*. In the following section, these findings will be discussed.

⁴³ cf. LIM ET AL. (2009)

⁴⁴ cf. LIM ET AL. (2009), p. 6.

| Rank | Theory | Number of references | Field of research |
|------|--|----------------------|---|
| 1 | <i>game theory</i> | 41 | microeconomics, mathematics |
| 2 | <i>transaction cost theory</i> | 34 | organization, business administration |
| 3 | <i>technology acceptance model (TAM)</i> | 32 | information systems (IS) |
| 4 | <i>systems theory</i> | 27 | inter-disciplinary |
| 5 | <i>organizational theory</i> | 25 | organization, business administration |
| 6 | <i>decision theory</i> | 22 | economics, psychology, mathematics, statistics |
| 6 | <i>resource-based view</i> | 22 | microeconomics, strategic management |
| 8 | <i>graph theory</i> | 20 | mathematics |
| 9 | <i>diffusion of innovations</i> | 17 | sociology, economics |
| 10 | <i>principal agent theory</i> | 16 | business administration, economics |
| 11 | <i>modern portfolio theory</i> | 11 | financial management |
| 11 | <i>auction theory</i> | 11 | mathematics, business administration |
| 11 | <i>theory of planned behavior</i> | 11 | social psychology |
| 14 | <i>utility theory</i> | 10 | microeconomics |
| 15 | <i>contingency theory</i> | 9 | organization, psychology, management |
| 15 | <i>UTAUT</i> | 9 | information systems (IS) |
| 15 | <i>workflow patterns</i> | 9 | information systems (IS), Wirtschaftsinformatik |
| 18 | <i>theory of the network effect</i> | 8 | economics |
| 18 | <i>law of diminishing marginal utility</i> | 8 | economics |
| 18 | <i>theory of reasoned action</i> | 8 | social psychology |
| 18 | <i>queuing theory</i> | 8 | mathematics, operations research |
| 22 | <i>institutional theory</i> | 7 | sociology, economics, organization |
| 22 | <i>learning theory</i> | 7 | psychology, education |
| 24 | <i>network theory</i> | 6 | computer science, mathematics |
| 24 | <i>information theory</i> | 6 | information science |
| 24 | <i>capital market theory</i> | 6 | economics |
| 24 | <i>fuzzy theory</i> | 6 | mathematics, statistics |

Tab. 5: Theory ranking, theories with at least six references

5 Discussion and Implications

In our literature analysis on the usage of theories in WI research, it turned out that 367 of 1,160 articles from 2000 to 2011 make reference to 211 known theories or theoretical models. Despite a relatively "sparse" usage of theories in general, a significant increase in the number of theory references in WI research articles from recent years can be observed – also in the context of design-oriented research. This finding suggests an increasing importance of using theories in WI research.

It has become clear that only a particular subset of theories is often cited and, to a certain extent, “established”. However, numerous articles refer to theories that are less frequently used in WI. In fact, a major share of all identified theories is only referenced once (121 of 211 theories, 57.3%). At first glance, this indicates a certain openness of WI researchers to break new grounds and to draw on the findings from more mature disciplines. In addition, however, this finding also seems to confirm the conjecture that WI still seems to be in a pre-paradigmatic state⁴⁵ in which a number of different theories is under discussion but no distinct core of theories has really been established.

It can be noted that theories from the field of *economics* and other related areas play the most important role for WI. In particular, these theories support the explanation of phenomena in specific IS application in enterprises and organizations. Only a small share of the identified theories dedicatedly deals with IT or IS in particular.

Comparing the present results with the above-mentioned IS-related work by LIM ET AL., it is striking that WI and IS research mostly draw on the same theories.⁴⁶ 21 of the 23 theories listed by LIM ET AL. could also be identified in our study, representing a share of 91.3%. Table 6 contains all theories which are also explicitly listed at LIM ET AL. and assigns the corresponding theory references from our study. With a value of $r_s = 0,660$ an analysis of the Spearman rank correlation (*Spearman's Rho*) shows a clear connection between the two rankings. The result of this measurement is significant with $p = 0.00061$ at a significance level of 99.9%.

⁴⁵ cf. KUHN (1996)

⁴⁶ cf. LIM ET AL. (2009)

| Rank | Lim et al. 2009 ⁴⁷ | # number of ref. | # number of references in this report and rank according to Tab. 5 (if any) |
|------|---------------------------------------|------------------|---|
| 1 | <i>technology acceptance model</i> | 25 | 32 references (rank 3) |
| 2 | <i>resource-based view</i> | 20 | 22 references (rank 6) |
| 3 | <i>theory of reasoned action</i> | 11 | 8 references (rank 18) |
| 4 | <i>game theory</i> | 10 | 41 references (rank 1) |
| 4 | <i>transaction cost theory</i> | 10 | 34 references (rank 2) |
| 6 | <i>diffusion of innovations</i> | 9 | 17 references (rank 9) |
| 6 | <i>theory of planned behavior</i> | 9 | 11 references (rank 11) |
| 8 | <i>dynamic capabilities</i> | 7 | 1 references (rank 89) |
| 8 | <i>organizational learning theory</i> | 7 | 5 references (rank 28) |
| 10 | <i>social cognitive theory</i> | 6 | 3 references (rank 44) |
| 11 | <i>media richness theory</i> | 5 | 5 references (rank 28) |
| 12 | <i>theory of the network effect</i> | 4 | 7 references (rank 21) |
| 12 | <i>valuation of options</i> | 4 | 5 references (rank 28) |
| 12 | <i>production theory</i> | 4 | 5 references (rank 28) |
| 12 | <i>absorptive capacity</i> | 4 | 3 references (rank 44) |
| 16 | <i>social presence theory</i> | 3 | 3 references (rank 44) |
| 16 | <i>cognitive fit theory</i> | 3 | 1 reference (rank 89) |
| 16 | <i>decision theory</i> | 3 | 22 references (rank 6) |
| 19 | <i>channel expansion theory</i> | 2 | 2 references (rank 63) |
| 19 | <i>media choice theory</i> | 2 | n. d. |
| 21 | <i>activity theory</i> | 1 | 1 reference (rank 89) |
| 21 | <i>principal agent theory</i> | 1 | 16 references (rank 10) |
| 21 | <i>theory of practice</i> | 1 | n. d. |

Tab. 6: Comparison of theories in IS and WI research

It is noteworthy that in the field of WI, a much smaller share of articles (31.6%) refer to theories than in IS research. LIM ET AL. examined 386 articles from the journals *MIS Quarterly* (MISQ) and *Information Systems Research* (ISR) from 1998 until 2006, 269 of these articles (70%) refer to at least one of 154 identified theories. This high density of theory usage is certainly due to the fact that both journals have a dedicated theoretical orientation and are among the most demanding publication outlets in IS

⁴⁷ LIM ET AL. present the five most important theories in five different areas: *IT and organization* (ITO), *IS development* (ISD), *IT and individuals* (ITI), *IT and markets* (ITM), *IT and groups* (ITG). Some theories occur in several of these areas. In table 6, the numbers of occurrence in all areas is given in aggregated form, which results in a total of 23 instead of 25 theories in table 6.

research. However, this is, to a certain extent, also true for the Proceedings of the Conference on WI and WIRTSCHAFTSINFORMATIK/BISE in the field of Wirtschaftsinformatik.

Against this background, numerous exciting questions concerning the “similarity” of WI and IS research arise, some of which have already been controversially discussed in the so-called *Memorandum on Design-oriented Information Systems Research*.⁴⁸ *What is the relationship between these two areas concerning their theoretical and the methodical foundations?* In terms of the predominant methodological orientation, WI and IS research are undoubtedly different (“focus on design-oriented methods” vs. “focus on behavioral science approaches”), which is the central thesis of the Memorandum. *But how can the findings presented in this report be interpreted regarding theoretical foundations?*

In the context of this study, it became clear that WI draws on similar theories as IS research. This can be explained by the fact that both research areas deal with the core topic of *information systems in business environments*. However, WI and IS differ in terms of their perspective on the relevant topics. It remains interesting to see whether certain typical IS research topics will continue to be established in the field of WI, for instance research on *technology acceptance*, *IS success* or *diffusion of IT*. This research certainly fosters interesting findings and insights. Moreover, promoting such topics supports the visibility of WI research in an international context because these topics are of broad interest in the international community. From an original WI perspective, however, the crucial and very interesting question of how these results can then be transformed into useful guidelines for practice remains. To put it more pointedly, it is, for instance, not really clear how the empirically strongly supported insights from the *technology acceptance model* (TAM), stating that the *perceived usefulness* and *perceived ease of use* of a technical object positively affect its acceptance, can be used to actually develop a technical object having these properties resulting in a high level of acceptance. The further development of theoretical knowledge into such a direction could – according to the idea of design theories – significantly improve the success of

⁴⁸ cf. ÖSTERLE ET AL. (2010b), ÖSTERLE ET AL. (2010a)

WI research and, in particular, improve its effects in practice. It remains to see how the concept of design theories will evolve in WI and IS research and how the two areas can promote both the development of theories and practical applications. Moreover, it remains to see whether and to what extent the field of WI – despite its own content, research priorities and preferred methods – further aligns itself to the content, priorities and methods of IS research against the background of the discipline’s ongoing internationalization.

The presented report has several *limitations*. The results were indeed determined carefully and systematically. However, it cannot be entirely excluded that, during the analysis of 1,160 articles, some theory or theoretical model was not correctly recognized and documented. The selection of the two sources of literature WI and BISE could be a further point of criticism because a limitation to two publication outlets can, in principle, lead to bias effects. However, WI and BISE are two of the most important publication outlets of the WI community.

As already mentioned in the research method section, the systematic collection of theories in the given literature scope entails various difficulties. This is why this contribution uses a descriptive approach in order not to be bound to one particular normative and potentially limited theory conceptualization. This descriptive approach, however, is not immune to criticism. The chosen approach certainly has specific advantages in terms of transparency and traceability of the method. Nevertheless, the problem of assessing theories from other scientific disciplines, which is undoubtedly difficult without the necessary background knowledge, arises. In some cases, the authors of this report could only estimate the importance and acceptance of a particular theory within other scientific disciplines. To mitigate possible bias effects, all theory candidates were examined with the help of an encyclopedia and the previously mentioned IS theory collection.

While recording and classifying theories for our theory collection, there was some room for interpretation. In some cases, for instance, there were several different “manifestations” of theories, especially regarding the particular context in which they were used. For example, concerning the *systems theory* as well as the *decision theory*, both a descriptive and a normative interpretation exist. Against this background, a

distinction of the particular sense (*descriptive* or *normative*) in which a theory was used in underlying sources was not possible in every case, e.g. due to ambiguous wording or conceptual ambiguity. Thus, the theory usage was documented without considering whether a descriptive or a normative interpretation might be intended. Furthermore, it should be mentioned that e.g. numerous manifestations of “the organizational theory”, “the information theory” or “the communication theory” exist which are not always clarified in the underlying articles in more detail. In such cases, only the overall theory name (*organizational theory*, *communication theory* etc.) was documented. In general, the authors would like to emphasize that the cause of possible mismatches cannot be assigned to the original articles but to the interpretation and processing of articles in the context of this study.

Despite the limitations described in this paragraph, the present analysis gives a broad overview of the current state of theory usage in WI research and would like to contribute to the discussion on the theoretical foundation of WI.

6 Conclusion

This report was motivated by the ongoing discussion concerning the efforts and the process of theory development in WI. A literature review regarding the usage of theories in WI was conducted based on 1,160 articles. It was found that in recent years research articles in the field of WI increasingly referred to theories and theoretical models and that those theories are in large part consistent with the ones used in IS research. This finding is not entirely surprising, however, it remains to examine whether and to what extent WI research will further align itself to IS research in the context of its ongoing internationalization.

7 Appendix

The following table presents the different sources referring to particular theories.

| Theory | Sources referring to the particular theory |
|--|--|
| Absorptive capacity (<i>Absorptive-Capacity-Theorie</i>) | ADAMCZYK ET AL. (2011); BANSEMIR ET AL. (2009); GÜTTEL ET AL. (2001) |
| Acceptance model by Degenhardt (<i>Akzeptanzmodell nach Degenhardt</i>) | AMBERG ET AL. (2003) |
| Action theory (<i>Handlungstheorie</i>) | BASKERVILLE ET AL. (2010) |
| Activity theory (<i>Handlungsregulationstheorie</i>) | VOM BROCKE ET AL. (2005) |
| Actor network theory (<i>Akteur-Netzwerk-Theorie</i>) | WEITZEL ET AL. (2003) |
| Adapted is success model by Seddon (<i>Seddons IS-Success-Modell</i>) | URBACH ET AL. (2009) |
| Adaptive control of thought (<i>ACT-Theorie</i>) | VOM BROCKE ET AL. (2005) |
| Adaptive expectations (<i>Theorie der adaptiven Erwartungen</i>) | PETERS (2002) |
| Adaptive structuration theory (<i>Adaptive Strukturierungstheorie</i>) | KLEIN ET AL. (2003); RICHTER ET AL. (2011a); RIEMER ET AL. (2009) |
| Argumentation theory (<i>Argumentationstheorie</i>) | GEHLERT ET AL. (2009) |
| Attribution theory (<i>Attributionstheorie</i>) | THATCHER ET AL. (2007) |
| Auction theory (<i>Auktionstheorie</i>) | BICHLER (2001); BICHLER ET AL. (2000); BICHLER ET AL. (2005); BICHLER ET AL. (2009); HINZ (2007); KLAFET ET AL. (2006); LACITY ET AL. (2003); LEUKEL ET AL. (2011); PETERS (2000); PIKOVSKY ET AL. (2005); ROLLI ET AL. (2005) |
| Automata theory (<i>Automatentheorie</i>) | BECKER ET AL. (2011b); GREIFFENBERG (2003a) |
| Behavioral decision theory (<i>Theorie des Entscheidungsverhaltens</i>) | SAMPAIO DO PRADO LEITE ET AL. (2010) |
| Behavioral theory (<i>Verhaltenstheorie</i>) | DISTERER ET AL. (2003) |
| Broken windows theory (<i>Broken-Windows-Theorie</i>) | MERTENS (2005) |

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| Bunge-Wand-Weber-model (<i>BWW model</i>) | FELLMANN ET AL. (2009); HEPP ET AL. (2007); OVERHAGE ET AL. (2011); PATIG ET AL. (2011); THOMAS ET AL. (2009) |
| Business process theory / workflow theory (<i>Geschäftsprozesstheorie</i>) | ROLLI ET AL. (2005) |
| Capital market theory (<i>Kapitalmarkttheorie</i>) | BRAUN (2007); COTOAGA ET AL. (2002); FRANKE ET AL. (2005); GROTH ET AL. (2009); HACKENBROCH ET AL. (2007); HEIN ET AL. (2005) |
| Channel expansion theory (<i>Channel-Expansion-Theorie</i>) | FIEDLER ET AL. (2008); RIEMER ET AL. (2009) |
| Coalition theory (<i>Koalitionstheorie</i>) | KIRN ET AL. (2003); VOM BROCKE ET AL. (2009b) |
| Cognitive fit theory (<i>Cognitive-Fit-Theorie</i>) | AIER ET AL. (2011) |
| Cognitive load theory (<i>Cognitive-Load-Theorie</i>) | SCHALLES ET AL. (2011) |
| Collaborative learning theory (<i>Theorie des kooperativen Lernens</i>) | SCHWABE ET AL. (2001) |
| Communication theory (<i>Kommunikationstheorie</i>) | KETTNER (2009); NEUMANN ET AL. (2011); PULST (2003) |
| Complexity theory (<i>Komplexitätstheorie</i>) | FLEISCH (2001); GREIFFENBERG (2003a); HOLTEN (2003); LOOS ET AL. (2011b) |
| Computational learning theory (<i>Theorie des Maschinellen Lernens</i>) | BISSANTZ ET AL. (2009); PRIEBE ET AL. (2005) |
| Consistency theory (<i>Konsistenztheorie</i>) | STROHMEIER (2000) |
| Constructivism (<i>Konstruktivistische Lerntheorie</i>) | KALMAR ET AL. (2003); LANGBEIN (2009) |
| Contingency theory (<i>Kontingenztheorie</i>) | AIER ET AL. (2011); BALDI ET AL. (2001a); BASKERVILLE ET AL. (2010); KROMER ET AL. (2002); MAYER ET AL. (2011a); OTTO (2011); RIEDL ET AL. (2008); STROH ET AL. (2011); WEBER ET AL. (2009) |
| Contract theory (<i>Vertragstheorie</i>) | VOM BROCKE ET AL. (2004) |
| Control theory (<i>Kontrolltheorie / Regelungstheorie</i>) | HARTMANN ET AL. (2011); HEUMANN ET AL. (2011); MÖNCH (2006); PRIFLING ET AL. (2009); WAGNER ET AL. (2011) |
| Coordination theory (<i>Koordinationsstheorie</i>) | HOLSCHKE ET AL. (2010); MATZ ET AL. (2011); MÖNCH (2006); SCHICKER ET AL. (2007); VOIGTMANN ET AL. (2003) |
| Credit risk theory (<i>Credit-Risk-Theorie</i>) | HOLZHÄUSER ET AL. (2005) |
| Critical social theory (<i>Kritische Gesellschaftstheorie</i>) | DIBBERN ET AL. (2001); DIBBERN ET AL. (2009) |

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| Culture theory (<i>Kulturtheorie</i>) | HEUMANN ET AL. (2011) |
| Customer loyalty theory (<i>Kundenbindungstheorie</i>) | GRÜTER ET AL. (2011) |
| Cybernetic theory (<i>Theorie der Kybernetik</i>) | MEIER (2003) |
| Data base theory (<i>Datenbanktheorie</i>) | PETSCH ET AL. (2007) |
| Decision theory (<i>Entscheidungstheorie</i>) | AIER ET AL. (2005); AIER ET AL. (2007); BASKERVILLE ET AL. (2010); BUHL ET AL. (2003b); BUHL ET AL. (2011); DIBBERN (2005); DYCKHOFF ET AL. (2011); FAISST ET AL. (2005); FINK (2007); HANDZIC ET AL. (2001); KLAMMA ET AL. (2000); MERTENS (2003); MERTENS (2011); MEYER ET AL. (2003a); MÖNCH (2004); SACKMANN ET AL. (2009); SCHEUBREIN (2003); SCHRYEN (2010); VOM BROCKE ET AL. (2009a); WEHRMANN ET AL. (2005); WEITZEL ET AL. (2003); ZIMMERMANN (2008) |
| Dempster Shafer theory of evidence (<i>Evidenztheorie</i>) | SCHMEIBER ET AL. (2011) |
| Diffusion of innovations (<i>Diffusionstheorie</i>) | BENLIAN ET AL. (2009b); HINZ ET AL. (2009); KAISER (2009); KAISER ET AL. (2011); KLEIN ET AL. (2003); KNEBEL ET AL. (2007); KÖNIG ET AL. (2003); KOSLOWSKI ET AL. (2011); KRASNOVA ET AL. (2011); LEIMEISTER ET AL. (2006); MOHAN ET AL. (2011a); MOHAN ET AL. (2011b); RESATSCH ET AL. (2007); SCHÖNDIENST ET AL. (2011a); VIERING ET AL. (2009); WEITZEL ET AL. (2003); WINKLER ET AL. (2011) |
| Duality theory (<i>Dualitätstheorie</i>) | PIKOVSKY ET AL. (2005) |
| Dynamic acceptance model by Kollmann (<i>Dynamisches Akzeptanzmodell nach Kollmann</i>) | AMBERG ET AL. (2003) |
| Dynamic capabilities theory (<i>Dynamische Fähigkeiten von Unternehmen</i>) | JOACHIM ET AL. (2011) |
| Effects of experience on media appropriateness approach (<i>Effects-of-Experience-on-Media-Appropriateness-Ansatz</i>) | FIEDLER ET AL. (2008) |
| Embeddedness theory (<i>Embeddedness-Theorie</i>) | MATZ ET AL. (2011) |
| Exit, voice and loyalty (<i>Exit-Voice-Loyalty-Theorie</i>) | MEIER ET AL. (2011) |
| Expectancy theory (<i>Valenz-Instrumentalitäts-Erwartungs-Theorie</i>) | DINGEL ET AL. (2007) |
| Expectation-confirmation theory (<i>Expectation-Confirmation-Theorie</i>) | KÖBLER ET AL. (2011) |

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| Extended KM acceptance model (<i>Erweitertes KM-Akzeptanzmodell</i>) | SPIEKERMANN ET AL. (2009) |
| Extended technology acceptance model (TAM2) (<i>Erweitertes Technologie-Akzeptanz-Modell (TAM2)</i>) | MAYER ET AL. (2011b); MOHAN ET AL. (2011b) |
| Fixpoint theory with subsumption (<i>Fixpunkttheorie</i>) | KIEBLING ET AL. (2001) |
| Full range of leadership model (<i>Full-Range-of-Leadership-Modell</i>) | STEWART ET AL. (2001) |
| Fuzzy decision theory (<i>Fuzzy-Entscheidungstheorie</i>) | BUHL ET AL. (2005) |
| Fuzzy theory (<i>Theorie der unscharfen Mengen</i>) | BISSANTZ ET AL. (2009); BUHL ET AL. (2003a); BUHL ET AL. (2004); BUHL ET AL. (2005); NAUMANN ET AL. (2003); WOLFERTZ (2001) |
| Game theory (<i>Spieltheorie</i>) | BALKE ET AL. (2009); BECKER ET AL. (2003c); BERNIUS ET AL. (2007); BICHLER ET AL. (2000); BICHLER ET AL. (2005); BICHLER ET AL. (2009); BLAU ET AL. (2009); BÖHME ET AL. (2007); FINK (2003); FINK (2007); GREIFFENBERG (2003a); GRÖLIK ET AL. (2001); GUJO ET AL. (2007); HEINRICH ET AL. (2006); HINZ (2007); HINZ ET AL. (2006); JENNINGS (2007); KATZMARZIK (2011); KERSCHBAUM (2011); KÖNIG ET AL. (2003); KRASNOVA ET AL. (2011); LACITY ET AL. (2003); LAING ET AL. (2003); LAMMERS (2004); LANG (2005); LANG ET AL. (2011); LEUKEL ET AL. (2011); LOCHER (2005); MEYER ET AL. (2003a); PETERS (2000); PETERS (2002); PICOT ET AL. (2009); PIKOVSKY ET AL. (2005); PROSSER ET AL. (2002); REITZENSTEIN ET AL. (2009); ROYER ET AL. (2009); SACKMANN (2003); SCHADE ET AL. (2009); WEITZEL ET AL. (2003); WENDT ET AL. (2000); ZIEGLER ET AL. (2011) |
| General equilibrium theory (<i>Gleichgewichtstheorie</i>) | WEITZEL ET AL. (2003) |
| Gesamtbetrachtungstheorie | HOPPEN ET AL. (2003) |
| Graph theory (<i>Graphentheorie</i>) | ACCORSI ET AL. (2008); AIER ET AL. (2007); AIER ET AL. (2009); BASOLE ET AL. (2011); BECKER ET AL. (2011c); BECKER ET AL. (2003b); BECKER ET AL. (2011d); BOBRIK ET AL. (2009); FELDMANN ET AL. (2003); FETTKE ET AL. (2005); FISCHBACH ET AL. (2009); FRIEDL (2011); KNOLMAYER ET AL. (2004); MIEDE ET AL. (2011); RITTGEN (2000); SCHMIDL ET AL. (2011); SCHÖNERT ET AL. (2001); SPEYERER ET AL. (2003); THOMAS ET AL. (2009); TRIER ET AL. (2007) |
| Information efficiency hypothesis (<i>Informationseffizienzhypothese</i>) | SOUKHOROUKOVA (2005) |
| Information economics (<i>Informationsökonomik</i>) | KNACKSTEDT ET AL. (2007); SPIEKERMANN ET AL. (2005); WALTER ET AL. (2004) |
| Information theory (<i>Informationstheorie</i>) | BERNSTEIN ET AL. (2005); HASENKAMP ET AL. (2009); KERSCHBAUM (2011); MEIER ET AL. (2004); URBACH ET AL. (2009); WOLLE (2003) |
| Innovation theory (<i>Innovationstheorie</i>) | VIERING ET AL. (2009) |

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| Institutional theory (<i>Institutionentheorie</i>) | AIER ET AL. (2011); BALDI ET AL. (2001a); BALDI ET AL. (2001b); GELLRICH ET AL. (2005); LACITY ET AL. (2003); RICHTER ET AL. (2011a); WEITZEL ET AL. (2003) |
| Instructional design theory (<i>Instruktionsdesigntheorie</i>) | BALZERT ET AL. (2004) |
| Interaction theory (<i>Interaktionstheorie</i>) | BANSEMIR ET AL. (2009) |
| Investment theory (<i>Investitionstheorie</i>) | BENSBERG (2009); BUHL ET AL. (2003b); MERTENS (2003) |
| IS success model (<i>IS-Success-Modell</i>) | DINGEL ET AL. (2007); HOUY ET AL. (2011b); NEUMANN ET AL. (2011); RICHTER ET AL. (2011a); URBACH ET AL. (2009) |
| IT value contribution model by Beimborn et al. (<i>IT-Wertbeitragsmodell</i>) | BEIMBORN ET AL. (2011) |
| Kerntheorie (<i>Jurisprudence</i>) | HOPPEN ET AL. (2003) |
| Knowledge exchange theory (<i>Wissenstransfertheorie</i>) | BANSEMIR ET AL. (2009) |
| Knowledge management theory (<i>Wissensmanagement-Theorie</i>) | BANSEMIR ET AL. (2009); GRONAU ET AL. (2006) |
| Language/action perspective (<i>Language/Action-Perspective</i>) | ELSLER ET AL. (2011) |
| Law of diminishing marginal utility (<i>Theorie des abnehmenden Grenznutzens</i>) | HEIDEMANN ET AL. (2009); HEINRICH ET AL. (2003); HERRMANN ET AL. (2011); HINZ ET AL. (2009); KAMPRATH ET AL. (2011); LANG (2005); RÖGLINGER ET AL. (2009); ZIMMERMANN (2008) |
| Learning theory (<i>Lerntheorie</i>) | DISTERER ET AL. (2003); GROHMANN ET AL. (2007); HAMPEL ET AL. (2001); JUNGSMANN ET AL. (2003); KAMIN ET AL. (2007); ROBRA-BISSANTZ ET AL. (2005); STROHMEIER (2000) |
| Lock-in theory (<i>Lock-In-Theorie</i>) | DÖRR ET AL. (2009) |
| Logic theory (<i>Logiktheorie</i>) | FIGGE ET AL. (2005) |
| Macroeconomic growth theory (<i>Makroökonomische Wachstumstheorie</i>) | HOUY ET AL. (2011b); LOOS ET AL. (2011a) |
| Macroeconomic theory (<i>Theorie der Makroökonomie</i>) | STREITBERGER ET AL. (2007) |
| Management theory (<i>Managementtheorie</i>) | BASKERVILLE ET AL. (2010) |
| Managerial cognition theory (<i>Managerial-Cognition-Theorie</i>) | JONEN ET AL. (2004) |
| Market-based view (<i>Marktbasierter Ansatz</i>) | KLESSE ET AL. (2005); SCHELP ET AL. (2008); VOM BROCKE ET AL. (2007) |

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| Maslow's hierarchy of needs (<i>Maslowsche Bedürfnishierarchie</i>) | MOHAN ET AL. (2011a); MOHAN ET AL. (2011b); RICHTER ET AL. (2011b) |
| Mechanism design theory (<i>Mechanismus-Design-Theorie</i>) | BLAU ET AL. (2009); PIKOVSKY ET AL. (2005); WEINHARDT ET AL. (2003) |
| Mechanism theory (<i>Mechanism-Theorie</i>) | KRAUSE ET AL. (2005) |
| Media accessibility theory (<i>Media-Accessibility-Theorie</i>) | RIEMER ET AL. (2009) |
| Media richness theory (<i>Medienreichhaltigkeitstheorie</i>) | FIEDLER ET AL. (2008); LÖBER ET AL. (2007); RIEMER ET AL. (2009); TEICHMANN ET AL. (2011); TRIER ET AL. (2007) |
| Media synchronicity theory (<i>Mediensynchronizitätstheorie</i>) | BAUMGARTNER ET AL. (2003); FIEDLER ET AL. (2008); LÖBER ET AL. (2007); RIEMER ET AL. (2009); SCHWABE ET AL. (2001) |
| Media theory (<i>Medientheorie</i>) | PANNICKE ET AL. (2009) |
| Mednick's theory of the associative basis of the creative process (<i>Mednick's Theorie der assoziativen Hierarchien</i>) | FREY ET AL. (2011) |
| Mintzberg's "structure of five" (<i>Konfiguration von Mintzberg</i>) | BASKERVILLE ET AL. (2010); RAUSCH ET AL. (2005) |
| Model of adoption of technologies in households (MATH) (<i>Technologieakzeptanzmodell für Haushalte</i>) | NIEHAVES ET AL. (2011) |
| Model of service production by Corsten (<i>Modell der Dienstleistungs- produktion</i>) | REITH ET AL. (2009) |
| Model theory (<i>Modelltheorie</i>) | BUHL (2008); GERPOTT ET AL. (2000); KAMPRATH ET AL. (2011); LAMPARTER ET AL. (2007); STOJANOVIC (2005) |
| Modern portfolio theory (<i>Portfoliotheorie</i>) | BASKERVILLE ET AL. (2010); BRAUN (2007); BRAUNWARTH ET AL. (2008); BUHL (2010); BUHL ET AL. (2004); BUHL ET AL. (2005); GNEISER (2010); HACKENBROCH ET AL. (2007); WEHRMANN ET AL. (2006); WULF ET AL. (2011); ZIMMERMANN (2008) |
| Modern theory of the state (<i>Staatstheorie</i>) | OSTERMANN ET AL. (2005) |
| Network theory (<i>Netzwerktheorie</i>) | BUHL ET AL. (2010); GRÄNING ET AL. (2011); HEIN ET AL. (2006); MATZ ET AL. (2011); TRIER (2005); WEITZEL ET AL. (2003) |
| No free lunch in search and optimization (<i>No-Free-Lunch-Theorem</i>) | BECKER ET AL. (2003b); FINK ET AL. (2003) |
| Opinion Leadership (<i>Theorie der Meinungsführerschaft</i>) | BENLIAN ET AL. (2009b) |
| Organizational learning theory (<i>Theorie des organisationalen Lernens</i>) | BALDI ET AL. (2001a); BALDI ET AL. (2001b); DISTERER ET AL. (2003); HANKE ET AL. (2003); MATZ ET AL. (2011) |

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| Organizational theory (<i>Organisationstheorie</i>) | ANDRESEN ET AL. (2009); ANDRESEN ET AL. (2005); BRÜGGEMEIER ET AL. (2005); BUHL ET AL. (2011); FISCHBACH ET AL. (2009); FLEISCH (2001); KETTNER (2009); KLAMMA ET AL. (2000); KLUG (2009); KOHLMANN ET AL. (2011); MAIER ET AL. (2001); MARTIN ET AL. (2002); MAYER ET AL. (2011a); PETSCH ET AL. (2007); PICOT ET AL. (2009); SAMTLEBEN ET AL. (2007); SCHWABE ET AL. (2001); SIMON (2010); TUROWSKI (2001); VOM BROCKE ET AL. (2004); WÄGLI ET AL. (2003); WAGNER ET AL. (2011); WALL (2000); WEBER ET AL. (2009); WINTER ET AL. (2009a) |
| People/artifact framework (<i>People/Artifact-Framework</i>) | NOVAK (2009) |
| Power theory (<i>Machttheorie</i>) | DIBBERN ET AL. (2001); DIBBERN ET AL. (2009) |
| Principal agent theory (<i>Prinzipal-Agenten-Theorie</i>) | AUBERT ET AL. (2003); BENLIAN ET AL. (2009a); BENLIAN ET AL. (2009b); BUHL ET AL. (2011); GELLRICH ET AL. (2005); GOEBEL ET AL. (2009); HARTMANN ET AL. (2011); HEUMANN ET AL. (2011); KNACKSTEDT ET AL. (2007); LACITY ET AL. (2003); NOVAK (2009); PICOT ET AL. (2009); RITTGEN (2007); VOM BROCKE ET AL. (2004); WALL (2003); WILDE ET AL. (2007a) |
| Probability theory (<i>Wahrscheinlichkeitstheorie</i>) | BUHL ET AL. (2003a); HIMDEN ET AL. (2007) |
| Production cost theory (<i>Produktionskostentheorie</i>) | HOLZHÄUSER ET AL. (2005); LAMMERS (2004) |
| Production theory (<i>Produktionstheorie</i>) | AMBERG ET AL. (2003); GELLRICH ET AL. (2005); HESS ET AL. (2011); REICHWALD ET AL. (2003); WALL (2000) |
| Property rights theory (<i>Theorie der Verfügungsrechte</i>) | DIBBERN (2005); DÖRR ET AL. (2009); VON WALTER ET AL. (2003) |
| Property theory (<i>Vermögensstheorie</i>) | HOFMANN (2003) |
| Prospect theory (<i>Neue Erwartungstheorie</i>) | BUHL ET AL. (2007) |
| PSI theory (<i>Persönlichkeits-System-Interaktionen</i>) | VOM BROCKE ET AL. (2005) |
| Psycho-social theory (<i>Theorie der psychosozialen Entwicklung</i>) | BASKERVILLE ET AL. (2010) |
| Punctuated equilibrium theory (<i>Punktualismus</i>) | AIER ET AL. (2011) |
| Quantum theory (<i>Quantentheorie</i>) | GREIFFENBERG (2003a) |
| Queueing theory (<i>Wartenschlangentheorie</i>) | BRANDL (2007); BRANDL ET AL. (2007); BRAUNWARTH ET AL. (2010); GÖBEL ET AL. (2001); GULL ET AL. (2009); HOLSCHKE ET AL. (2010); JODLBAUER ET AL. (2005); KNOLMAYER ET AL. (2004) |
| Random utility theory (<i>Random-Utility-Theorie</i>) | FRITZ ET AL. (2011) |
| Random walk theory (<i>Theorie der symmetrischen Irrfahrt</i>) | BOHN ET AL. (2003) |

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| Real options theory (<i>Realoptionstheorie</i>) | GULL (2011); WEHRMANN ET AL. (2006); ZIMMERMANN (2008) |
| Reduced social cues approach (<i>RSC-Ansatz</i>) | FIEDLER ET AL. (2008) |
| Regulation theory (<i>Regulierungstheorie</i>) | SKIERA ET AL. (2005) |
| Relational data base model (<i>Relationales Datenbankmodell</i>) | JARKE (2009) |
| Resource dependence theory (<i>Ressourcenabhängigkeitsansatz</i>) | BALDI ET AL. (2001a); BALDI ET AL. (2001b); BENLIAN ET AL. (2009a); HOUY ET AL. (2011b); LACITY ET AL. (2003) |
| Resource-based view (<i>Ressourcentheorie</i>) | BECKER ET AL. (2011a); BEIMBORN ET AL. (2006); BENLIAN ET AL. (2009a); BENLIAN ET AL. (2009b); BREHM ET AL. (2001); DIBBERN (2005); DIBBERN ET AL. (2001); DIBBERN ET AL. (2009); DIBBERN ET AL. (2003); GEBERT ET AL. (2003); GELLRICH ET AL. (2005); GOLES (2003); JOACHIM ET AL. (2011); KLESSE ET AL. (2005); KÖNIG ET AL. (2005); LACITY ET AL. (2003); LAMMERS (2004); SCHELP ET AL. (2008); SCHMIDT ET AL. (2009); SIMON (2010); VOM BROCKE ET AL. (2007); WARTH ET AL. (2011) |
| Riebels's enterprise theory (<i>Unternehmenstheorie nach Riebel</i>) | BECKER ET AL. (2003a) |
| Risk theory (<i>Risikotheorie</i>) | GRZEBIELA (2001); KRASNOVA ET AL. (2007) |
| SCM model by Hauptmann and Zeier (<i>Kern-Schalen-Architektur für Supply-Chain-Management</i>) | FRIEDRICH ET AL. (2002); MERTENS (2003) |
| Search theory (<i>Suchtheorie</i>) | FELDMANN ET AL. (2003); SPIEKERMANN ET AL. (2005); WEITZEL ET AL. (2003) |
| Secure multi-party computation (<i>Theorie des sicheren Mehrparteienrechnens</i>) | KERSCHBAUM (2011); MÜLLER ET AL. (2011b) |
| Self-determination theory (<i>Selbstbestimmungstheorie</i>) | MANDL (2003) |
| Semantic theory of truth (<i>Tarskis semantische Wahrheitstheorie</i>) | OFFERMANN ET AL. (2011) |
| SERVQUAL | GRÜTTER ET AL. (2007); MAIER ET AL. (2001) |
| Set theory (<i>Mengentheorie</i>) | FETTKE ET AL. (2005); RITTGEN (2000) |
| Shareholder value theory (<i>Shareholder-Value-Theorie</i>) | GNEISER (2010) |
| Signal detection theory (<i>Signalerkennungstheorie</i>) | LANGNER ET AL. (2003) |
| Signaling theory (<i>Signaling</i>) | RICHTER ET AL. (2011b) |
| Social capital theory (<i>Sozialkapitaltheorie</i>) | RICHTER ET AL. (2011b) |

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| Social cognitive theory (<i>Sozialkognitive Lerntheorie</i>) | KRASNOVA ET AL. (2011); MOHAN ET AL. (2011a); THATCHER ET AL. (2007) |
| Social exchange theory (<i>Austauschtheorie</i>) | HERRMANN ET AL. (2011); MESSERSCHMIDT ET AL. (2011); MOHAN ET AL. (2011b); SPIEKERMANN ET AL. (2005); WINKLER ET AL. (2007) |
| Social impact theory (<i>Theorie des sozialen Einfluss</i>) | LÖBER ET AL. (2007); RIEMER ET AL. (2009) |
| Social learning theory (<i>Theorie des sozialen Lernens</i>) | KLEIN ET AL. (2003) |
| Social network theory (<i>Theorie sozialer Netzwerke</i>) | RICHTER ET AL. (2011b) |
| Social presence theory (<i>Theorie der sozialen Präsenz</i>) | FIEDLER ET AL. (2008); RIEMER ET AL. (2009); TRIER ET AL. (2007) |
| Social shaping of technology (<i>SST-Theory</i>) | SCHÖNDIENST ET AL. (2011a) |
| Sociological theory (<i>Soziologische Theorie</i>) | OFFERMANN ET AL. (2011) |
| Specification theory (<i>Spezifikationstheorie</i>) | BEILER ET AL. (2009) |
| Speech act theory (<i>Sprechakttheorie</i>) | AIER ET AL. (2011); ELSLER ET AL. (2011); KIRN (2002); RITTGEN (2007); YU (2001) |
| Sprachstufentheorie | HOLTEN (2003) |
| Stage theory (<i>Stufentheorie</i>) | AIER ET AL. (2009); BECKER ET AL. (2009); KNACKSTEDT ET AL. (2009) |
| Stakeholder theory (<i>Stakeholder-Theorie</i>) | BALDI ET AL. (2001a); BALDI ET AL. (2001b); LUCKE ET AL. (2011); VOM BROCKE ET AL. (2009b) |
| Statistical learning theory (<i>Statistische Lerntheorie</i>) | LESSMANN ET AL. (2010) |
| Stimulus-contribution theory (<i>Anreiz-Beitrag-Theorie</i>) | SPITTA ET AL. (2000); STROHMEIER (2000); VOM BROCKE ET AL. (2009b) |
| Stimulus-organism-response-model (<i>SOR-Modell</i>) | GRÜTER ET AL. (2011) |
| Strategic choice theory (<i>Theorie der strategischen Wahl</i>) | BALDI ET AL. (2001b); POUSTTCHI ET AL. (2007) |
| Structure theory (<i>Strukturtheorie</i>) | GROCHLA (2009) |
| Systems theory (<i>Systemtheorie</i>) | AIER ET AL. (2005); AIER ET AL. (2008); AIER ET AL. (2007); AIER ET AL. (2009); ANDRESEN ET AL. (2005); BASKERVILLE ET AL. (2010); COLDEWEY (2002); DIETRICH ET AL. (2005); GERICKE ET AL. (2006); GÖBEL ET AL. (2001); GREIFFENBERG (2003a); GROCHLA (2009); LAING ET AL. (2003); MAIER ET AL. (2000); MEIER ET AL. (2011); MÖNCH (2004); MÖNCH (2006); OSTERMANN ET AL. (2005); RÖGLINGER (2009); SCHÖNHERR ET AL. (2003); SCHWABE ET AL. (2001); STROHMEIER (2000); TRIER ET AL. (2007); WAGNER ET AL. (2011); WALTER ET AL. (2009); WINTER ET AL. (2009a); ZAPF ET AL. (2000) |

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| Task technology fit (<i>Task-Technology-Fit-Modell</i>) | AMBERG ET AL. (2003); BRÜGGEMANN ET AL. (2006); KLEIN ET AL. (2003); MOHAN ET AL. (2011b); POUSTTCHI ET AL. (2007) |
| Technology acceptance model (TAM) (<i>Technologie-Akzeptanz-Modell</i>) | AMBERG ET AL. (2003); BEIMBORN ET AL. (2006); BRÜGGEMANN ET AL. (2006); DINGEL ET AL. (2007); FIEDLER ET AL. (2008); GRÜTER ET AL. (2011); HOFMANN (2003); KNEBEL ET AL. (2007); KÖBLER ET AL. (2011); KRASNOVA ET AL. (2011); LOOS ET AL. (2011a); LOOS ET AL. (2010); MAYER ET AL. (2011b); MOHAN ET AL. (2011a); MOHAN ET AL. (2011b); MÜLLER ET AL. (2011a); NIEHAVES ET AL. (2009); NIEHAVES ET AL. (2011); OFFERMANN ET AL. (2010); POUSTTCHI ET AL. (2007); RESATSCH ET AL. (2007); REUTTERER ET AL. (2009); SCHÖNDIENST ET AL. (2011a); SCHÖNDIENST ET AL. (2011b); SPIEKERMANN ET AL. (2009); STEININGER ET AL. (2009); THATCHER ET AL. (2007); THIESSE ET AL. (2005); URBACH ET AL. (2009); VON WATZDORF ET AL. (2011); WILTZIUS ET AL. (2011); WINKLER ET AL. (2011) |
| Theoretical approach for simultaneous human resources planning (<i>Theoretischer Ansatz zur simultanen Personalplanung nach Kossbiel</i>) | RUBAN (2009) |
| Theoretical model of communication quality (<i>Theorie der Kommunikationsqualität</i>) | ELSLER ET AL. (2011) |
| Theorie der realen Verbandspersönlichkeit | HÖFFERER ET AL. (2009) |
| Theory of 16 basic desires (<i>Theorie der 16 Lebensmotive</i>) | MOHAN ET AL. (2011a) |
| Theory of adaptive decision making (<i>Adaptive-Decision-Making-Theorie</i>) | PFEIFFER ET AL. (2009) |
| Theory of business and economics education (<i>Theorie der Wirtschaftspädagogik</i>) | BÜSER (2000) |
| Theory of communicative action (<i>Theorie des kommunikativen Handelns</i>) | AIER ET AL. (2011); ELSLER ET AL. (2011); RITTGEN (2007) |
| Theory of conflict management (<i>Theorie des Konfliktmanagements</i>) | DANNENMANN ET AL. (2011) |
| Theory of constraints (<i>Engpassstheorie</i>) | JODLBAUER ET AL. (2005); KNOLMAYER ET AL. (2004) |
| Theory of dominant design (<i>Theorie des dominanten Designs</i>) | RIEMER ET AL. (2007) |
| Theory of electronic markets (<i>Theorie der elektronischen Märkten</i>) | SOUKHOROUKOVA (2005) |
| Theory of evolution (<i>Theorie von Selektion und Mutation (Evolutionstheorie)</i>) | BOHN ET AL. (2003) |
| Theory of experiential learning (<i>Theorie des erfahrungsbasierten Lernens</i>) | MOHAN ET AL. (2011a) |

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| Theory of financial intermediation (<i>Intermediationstheorie</i>) | BUHL ET AL. (2003b); RADMACHER ET AL. (2007); WILDE ET AL. (2007b) |
| Theory of generalization (<i>Theorie des Generalisierens</i>) | FREY ET AL. (2011) |
| Theory of hierarchical systems (<i>Theorie hierarchischer Systeme</i>) | FISCHER ET AL. (2007); SCHELP ET AL. (2008) |
| Theory of hierarchically distributed decisions (<i>Theorie hierarchischer verteilter Entscheidungen</i>) | MÖNCH (2006) |
| Theory of identical elements (<i>Theorie der identischen Elemente</i>) | FREY ET AL. (2011) |
| Theory of incomplete contracts (<i>Theorie der unvollständigen Verträge</i>) | DIBBERN (2005) |
| Theory of inter-personal behavior (<i>Theorie interpersonalen Verhaltens</i>) | MOHAN ET AL. (2011a); MOHAN ET AL. (2011b) |
| Theory of IS development as complex problem solving (<i>IS-development-as-complex-problem-solving-Theorie</i>) | ZICKERT (2011) |
| Theory of IS development as economic transformation process (<i>IS-development-as-economic-transformation-process-Theorie</i>) | ZICKERT (2011) |
| Theory of mass customization (<i>Mass-Customization-Theorie</i>) | DIETRICH ET AL. (2005); TEUFEL ET AL. (2003) |
| Theory of monopolistic pricing (<i>Theorie der monopolistischen Preisbildung</i>) | BÖHME ET AL. (2007) |
| Theory of motivation (<i>Motivationstheorie</i>) | DINGEL ET AL. (2007); NOVAK (2009) |
| Theory of opinion leadership (<i>Theorie der Meinungsführerschaft</i>) | BENLIAN ET AL. (2009b) |
| Theory of orectic psychological determinism (<i>Theorie des psychologischen Determinismus</i>) | MOHAN ET AL. (2011a) |
| Theory of perfect competition (<i>Theorie des vollkommenen Marktes</i>) | PETERS (2002) |
| Theory of perspective making and perspective taking (<i>Perspective-Making/ Perspective-Taking</i>) | NOVAK (2009) |

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| Theory of planned behavior (<i>Theorie des geplanten Verhaltens</i>) | BEIMBORN ET AL. (2005); BENLIAN ET AL. (2009b); GNÄDINGER (2011); GRÜTER ET AL. (2011); HILDENBRAND ET AL. (2007); KRASNOVA ET AL. (2011); LOOS ET AL. (2010); MAIER ET AL. (2011); MOHAN ET AL. (2011b); NIEHAVES ET AL. (2011); REUTTERER ET AL. (2009) |
| Theory of psychic distance (<i>Theorie der psychischen Distanz</i>) | VOGT ET AL. (2009) |
| Theory of psychogenic needs (<i>Murrays Persönlichkeitstheorie</i>) | BERGER ET AL. (2000); MOHAN ET AL. (2011a); MOHAN ET AL. (2011b) |
| Theory of psychological relevance (<i>Theorie der psychologischen Relevanz</i>) | BOROVICKA (2009) |
| Theory of rational expectations (<i>Theorie rationaler Erwartungen</i>) | PETERS (2002) |
| Theory of reasoned action (<i>Theorie des überlegten Handelns</i>) | KRASNOVA ET AL. (2011); LOOS ET AL. (2010); MAIER ET AL. (2011); MAYER ET AL. (2011b); NIEHAVES ET AL. (2011); REUTTERER ET AL. (2009); WILTZIUS ET AL. (2011); WINKLER ET AL. (2011) |
| Theory of relativity (<i>Relativitätstheorie</i>) | GREIFFENBERG (2003a) |
| Theory of the firm (<i>Theorie der Unternehmung</i>) | GOLES (2003); NEUMANN ET AL. (2011); ZICKERT (2011) |
| Theory of the network effect (<i>Netzeffekttheorie</i>) | BUXMANN ET AL. (2005); DÖRR ET AL. (2009); KÖNIG ET AL. (2003); SCHADE ET AL. (2009); WEITZEL ET AL. (2003); WEITZEL ET AL. (2001); WENDT ET AL. (2000) |
| Theory of perceived risk (<i>Theorie der Risikowahrnehmung</i>) | HEINRICH ET AL. (2009) |
| Theory of the strength of weak ties (<i>Theorie der „strength of weak ties“</i>) | KOCH ET AL. (2007) |
| Three-sector theory (<i>Drei-Sektoren-Theorie</i>) | BIGGELEBEN ET AL. (2009) |
| Time, interaction and performance theory (<i>Time-Interaction-Performance-Theorie</i>) | KLEIN ET AL. (2003) |
| Transaction cost theory (<i>Transaktionskostentheorie</i>) | BALDI ET AL. (2001a); BALDI ET AL. (2001b); BENLIAN ET AL. (2009a); BENLIAN ET AL. (2009b); BREHM ET AL. (2001); DIBBERN (2005); DIBBERN ET AL. (2001); DIBBERN ET AL. (2009); DIBBERN ET AL. (2003); FRANCK (2003); GELLRICH ET AL. (2005); HILDENBRAND ET AL. (2007); HOLZHÄUSER ET AL. (2005); HOUY ET AL. (2011b); JUNG ET AL. (2009); KIRN ET AL. (2003); KLEIN ET AL. (2001); KNACKSTEDT ET AL. (2007); LACITY ET AL. (2003); LAMBERTI ET AL. (2000); LAMMERS (2004); LEGNER (2009); MARTENS ET AL. (2011); MERTENS (2005); MEYER ET AL. (2003b); OVERHAGE ET AL. (2010); PETROVIC ET AL. (2003); PICOT ET AL. (2009); RICHTER ET AL. (2011b); RITTGEN (2007); TREIBLMAIER ET AL. (2006); VOM BROCKE ET AL. (2004); WINKLER ET AL. (2007); WINTER ET AL. (2009b) |
| Transaction utility theory (<i>Transaktionsnutzentheorie</i>) | BECKER ET AL. (2003c) |
| Uncertainty reduction (<i>Unsicherheitstheorie</i>) | HERRMANN ET AL. (2011) |

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| Unified theory of acceptance and use of technology (UTAUT) (<i>UTAUT-Modell</i>) | ARAMI ET AL. (2005); BARTH ET AL. (2011); BRÜGGEMANN ET AL. (2006); ELSLER ET AL. (2011); MAYER ET AL. (2011b); MOHAN ET AL. (2011a); NIEHAVES ET AL. (2011); SCHÖNDIENST ET AL. (2011b); VON WATZDORF ET AL. (2011) |
| Updated IS success model (<i>IS-Success-Modell (aktualisiert)</i>) | URBACH ET AL. (2009) |
| Upper echelons theory (<i>Upper-Echelons-Theorie</i>) | POUSTTCHI ET AL. (2007) |
| Usability theory (<i>Theorie der Gebrauchstauglichkeit</i>) | SCHALLES ET AL. (2011) |
| Utility theory (<i>Nutzentheorie</i>) | BUHL ET AL. (2003b); FISCHER ET AL. (2010); HÄSEL ET AL. (2010); KÖNIG ET AL. (2003); LÄSSIG ET AL. (2003); MARTIN ET AL. (2002); OFFERMANN ET AL. (2010); ROBRA-BISSANTZ ET AL. (2003); SCHRYEN (2010); WEHRMANN ET AL. (2006) |
| Valuation of options (<i>Optionspreistheorie</i>) | GULL (2011); HÄCKEL ET AL. (2011); HOLZHÄUSER ET AL. (2005); JONEN ET AL. (2004); VON METTENHEIM ET AL. (2009) |
| Variance theory (<i>Varianztheorie</i>) | BREHM ET AL. (2001) |
| Welfare economics (<i>Wohlfahrtstheorie</i>) | KÖNIG ET AL. (2003) |
| Workflow patterns (<i>Workflow Patterns</i>) | DREILING ET AL. (2005); HEINRICH ET AL. (2008); HEPP ET AL. (2007); LEUKEL ET AL. (2011); OVERHAGE ET AL. (2011); PATIG ET AL. (2011); RITTGEN (2007); THOMAS ET AL. (2009); WINTER ET AL. (2009b) |

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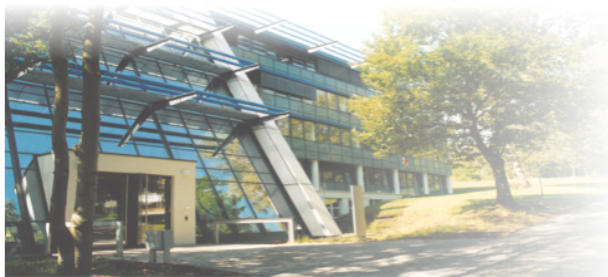
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Unter der wissenschaftlichen Leitung von Professor Dr. Peter Loos sind am Institut für Wirtschaftsinformatik (IWi) im Deutschen Forschungszentrum für Künstliche Intelligenz (DFKI) mehr als 60 Mitarbeiter im Bereich der anwendungsnahen Forschung beschäftigt. Seit das Institut vor 30 Jahren durch Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer gegründet wurde, wird hier in Forschung und Lehre das Informations- und Prozessmanagement in Industrie, Dienstleistung und Verwaltung vorangetrieben. Ein besonderer Anspruch liegt dabei auf dem Technologietransfer von der Wissenschaft in die Praxis.

Die interdisziplinäre Struktur der Mitarbeiter und Forschungsprojekte fördert zusätzlich den Austausch von Spezialwissen aus unterschiedlichen Fachbereichen. Die Zusammenarbeit mit kleinen und mittelständischen Unternehmen (KMU) hat einen bedeutenden Einfluss auf die angewandte Forschungsarbeit – wie auch Projekte im Bildungs- und Wissensmanagement eine wichtige Rolle spielen. So werden in virtuellen Lernwelten traditionelle Lehrformen revolutioniert. Das Institut für Wirtschaftsinformatik berücksichtigt den steigenden Anteil an Dienstleistungen in der Wirtschaft durch die Unterstützung servicespezifischer Geschäftsprozesse mit innovativen Informationstechnologien und fortschrittlichen Organisationskonzepten. Zentrale Themen sind Service Engineering, Referenzmodelle für die öffentliche Verwaltung sowie die Vernetzung von Industrie, Dienstleistung und Verwaltung.

Am Standort im DFKI auf dem Campus der Universität des Saarlandes werden neben den Lehrtätigkeiten im Fach Wirtschaftsinformatik die Erforschung zukünftiger Bildungsformen durch neue Technologien wie Internet und Virtual Reality vorangetrieben. Hier führt das Institut Kooperationsprojekte mit nationalen und internationalen Partnern durch: Lernen und Lehren werden neu gestaltet; Medienkompetenz und lebenslanges Lernen werden Realität. Zudem beschäftigen sich die Mitarbeiterinnen und Mitarbeiter mit dem Einsatz moderner Informationstechniken in der Industrie. In Kooperation mit industrieorientierten Lehrstühlen der technischen Fakultäten saarländischer Hochschulen werden Forschungsprojekte durchgeführt. Hauptaufgabengebiete sind die Modellierung und Simulation industrieller Geschäftsprozesse, Workflow- und Groupware-Systeme sowie Konzepte für die virtuelle Fabrik.

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