

**Prof. Dr.-Ing. Wolfgang Maass**

University of St.Gallen  
(ITEM)  
9000 St. Gallen  
Switzerland

## publications

versione: 23.05.2012; citation format: APA 5

### Journal paper

Kowatsch, T., & Maass, W. (2011). A Design Model for Knowledge-based Pricing Services in the Retail Industry. *Int. J. Web Engineering and Technology*, 6(4), 302-319.

Deus, H. F., Correa, M. C., Stanislaus, R., Miragaia, M., Maass, W., de Lencastre, H., Fox, R., & Almeida, J. S. (2011). S3QL: A distributed domain specific language for controlled semantic integration of life sciences data. *BMC Bioinformatics*, 12(285), 1-26, DOI:10.1186/1471-2105-12-285.

Kowatsch, T., Maass, W., & Fleisch, E. (2011). The Role of Product Reviews on Mobile Devices for In-store Purchases: Consumers' Usage Intentions, Costs and Store Preferences. *International Journal of Internet Marketing and Advertising: Special Issue on Information Systems and Marketing*, 6(3), 226-243.

Kowatsch, T., & Maass, W. (2010). In-store Consumer Behavior: How Mobile Recommendation Agents Influence Usage Intentions, Product Purchases, and Store Preferences. *Computers in Human Behavior*, 26(4), 697-704.

Almeida, J. S., Deus, H. F., & Maass, W. (2010). S3DB core: a framework for RDF generation and management in bioinformatics infrastructures. *BMC Bioinformatics*, 11(387), 1.

Apostolou, D., Mentzas, G., Klein, B., Abecker, A., & Maass, W. (2008). Interorganizational Knowledge Exchanges. *Intelligent Systems*, 23(4), 65-74.

Maass, W., & Varshney, U. (2008). Preface to the Focus Theme Section: 'Smart Products'. *Electronic Markets*, 18(3), 211-215.

Maass, W., Behrendt, W., & Gangemi, A. (2007). Trading digital information goods based on semantic technologies. *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)*, 2(3), 18-35.

Stahl, F., & Maass, W. (2006). Adoption and Diffusion in Electronic Markets: An Empirical Analysis of Attributes influencing the adoption of digital paid content. *Electronic Markets*, 16(3), 233-244.

- Apostolou, D., Mentzas, G., Abecker, A., Maass, W., Georgolios, P., & Kafentzis, K. (2005). Challenges and directions in knowledge asset trading. *Intelligent Systems in Accounting, Finance and Management*, 13(1), 1-15.
- Maass, W. (2004). Management von Lerninhalten durch Learning-Content-Management-Systeme. *Handbuch E-Learning*, 1(5.6), 1-10.
- Maass, W., Schmid, B., & Eickhoff, W. C. (2004). Media Channels for Personal Business Media. *International Journal of Internet and Enterprise Management*, 2(2), 139-151.
- Stahl, F., Schaefer, M. F., & Maass, W. (2004). Strategies for Selling Paid Content on Newspaper and Magazine Web Sites: An Empirical Analysis of Bundling and Splitting of News and Magazine Articles. *The International Journal on Media Management*, 6(1/2), 59-66.
- Maass, W., & Müller, J. P. (2003). Preface to the Special Section on Software Agents. *Electronic Markets*, 13(1), 3.
- Maass, W., & Schmauks, D. (1998). MOSES: an example for the modelling of spatial services by means of route description system. *Zeitschrift für Semiotik*, 20(1/2), 105-118.
- Maass, W. (1994). From visual perception to multimodal communication: Incremental route descriptions. *Artificial Intelligence Review Journal*, 8(5/6), 68-82.

## dissertazione

- Maass, W. (1996). Von visuellen Daten zu inkrementellen Wegbeschreibungen in dreidimensionalen Umgebungen: Das Modell eines kognitiven Agenten, Saarbrücken, Thesis. Sankt Augustin: Infix. - ISBN 3-89601-214-2.

## libro

- Maass, W., & Kowatsch, T. (2012). *Semantic Technologies in Content Management Systems: Trends, Applications and Evaluations*. Heidelberg, Germany: Springer. - ISBN 978-3-642-21549-0.
- Maass, W. (2009). *Elektronische Wissensmärkte: Handel von Information und Wissen über digitale Netze*. Wiesbaden: Gabler. - ISBN 978-3834918413.
- Stahl, F., & Maass, W. (2003). *Content Management Handbuch : Strategien, Theorien und Systeme für erfolgreiches Content Management*. St. Gallen: NetAcademy Press. - ISBN 3-906979-16-4.

## capitolo libro

- Kowatsch, T., & Maass, W. (2012). Evaluation of Content Management Systems. In *Semantic Technologies in Content Management Systems: Trends, Applications and Evaluations* (pp. 111-124). Heidelberg, Germany: Springer. - ISBN 978-3-642-21549-0.
- Kowatsch, T., & Maass, W. (2012). Product Recommendation Agents for Cyber Shopping Consumers. In *Encyclopedia of Cyber Behavior* (pp. 586-599). Hershey, PA, USA: IGI Global, DOI:10.4018/978-1-4666-0315-8.ch050. - ISBN 9781466603158.

- Kowatsch, T., & Maass, W. (2011). Mobile Purchase Decision Support Systems for In-store Shopping Environments. In *Advanced Technologies Management for Retailing: Frameworks and Cases* (E. Pantano and H. Timmermans eds.) (pp. 270-288). Hershey, PA, USA: IGI Global Publisher, DOI:10.4018/978-1-60960-738-8.ch014. - ISBN 9781609607388.
- Maass, W. (2010). Massive Vernetzung der Informationssphäre mit der realen Welt. In *Postmediale Wirklichkeiten aus interdisziplinärer Perspektive - Weitere Beiträge zur Zukunft der Medien* (S. Selke und U. Dittler, Hrsg.) (pp. 49-60). Hannover: Heise Zeitschriftenverlage.
- Maass, W., Filler, A., & Janzen, S. (2008). Reasoning on Smart Products in Consumer Good Domains. In *Constructing Ambient Intelligence* (pp. 165-173). Heidelberg, Germany: Springer.
- Apostolou, D., Mentzas, G., & Maass, W. (2005). Knowledge Networking for Collaborative Commerce. In *Advances in electronic business - Volume 1* (pp. 183-221). Hershey PA: Idea Group Publishing. - ISBN 1-591-40381-2.
- Stahl, F., & Maass, W. (2005). Paid Content - Paid Services: Success Factors for Electronic Sales. In *Digital Content Engineering* (pp. 79-88). Linz, Austria: Trauner.
- Maass, W. (2004). Innovative Bibliotheksdienste als Bestandteil von Forschungsmedien. In *The Digital Economy - Anspruch und Wirklichkeit* (pp. 315-322). Berlin: Springer. - ISBN 3-540-20850-X.
- Maass, W., & Stahl, F. (2003). Content Management als Teil des Kommunikations-Management. In *Content Management Handbuch : Strategien, Theorien und Systeme für erfolgreiches Content Management* (pp. 35-47). St. Gallen: NetAcademy Press. - ISBN 3-906979-16-4.

## papier de conférence

- Maass, W., Kowatsch, T., Janzen, S., & Filler, A. (2012). Applying Situation-Service Fit to Physical Environments Enhanced by Ubiquitous Information Systems. In *Proceedings of the 20th European Conference on Information Systems*, pp.1-12: AIS.
- Maass, W., Kowatsch, T., Janzen, S., & Varshney, U. (2011). A Natural Language Technology-enhanced Mobile Sales Assistant for In-store Shopping Situations. In , pp.1-12: n/a..
- Maass, W., Storey, V. C., & Kowatsch, T. (2011). Effects of External Conceptual Models and Verbal Explanations On Shared Understanding in Small Groups. In *Conceptual Modeling - ER 2011, Lecture Notes in Computer Science, 2011, Volume 6998/2011*, pp.92-103. Heidelberg, Germany: Springer, DOI:10.1007/978-3-642-24606-7\_8.
- Maass, W., & Janzen, S. (2011). Pattern-Based Approach for Designing with Diagrammatic and Propositional Conceptual Models. In .
- Janzen, S., Kowatsch, T., & Maass, W. (2010). A Methodology for Content-Centered Design of Ambient Environments. In *DESRIST 2010 Proceedings - Global Perspectives of Design Science Research (Lecture Notes in Computer Science, Volume 6105/2010)*, pp.210-225. Berlin, New York: Springer.
- Janzen, S., Kowatsch, T., Maass, W., & Filler, A. (2010). Linkage of Heterogeneous Knowledge Resources within In-store Dialogue Interaction. In *Proceedings of the 9th International Semantic Web Conference (ISWC 2010)*, pp.1-15. Berlin, New York: Springer.

- Kowatsch, T., & Maass, W. (2010). Online vs. In-Store Shopping: How Problem Solving Strategies of Decision Support Systems Influence Confidence in Purchase Decisions. In , pp.-: N/A.
- Maass, W., & Filler, A. (2010). Supporting Cooking Tasks by a Smart Formulation Table. In , pp.1: n/a.
- Maass, W., Filler, A., Janzen, S., & Kowatsch, T. (2010). Towards a Transition to Tangible Commerce: Design and Evaluation of Conversational Product Interfaces. In . Los Alamitos: IEEE. - ISBN 978-1-4244-5551-5.
- Maass, W., & Janzen, S. (2009). A Pattern-based Ontology Building Method for Ambient Environments. In : n/a.
- Kowatsch, T., & Maass, W. (2009). Abstract - Towards a Framework for Knowledge-based Pricing Services Improving Operational Agility in the Retail Industry. In , pp.12: CEUR Workshop Proceedings Vol-530 edited by Vincenzo D'Andrea, G.R. Gangadharan, Renato Iannella, Michael Weiss.
- Maass, W., & Kowatsch, T. (2009). Let's Get Married: Adoption of Interactive Product Information For Bundle Purchases By Tangible User Interfaces (received \*\*\*Best Paper Award\*\*\*). In , pp.266-277. Athens, Greece: Athens University of Economics & Business. - ISBN 978-960-98566-7-6.
- Janzen, S., & Maass, W. (2009). Ontology-based Natural Language Processing for In-store Shopping Situations. In , pp.1-6: IEEE.
- Kowatsch, T., Maass, W., & Fleisch, E. (2009). The Use of Free and Paid Digital Product Reviews on Mobile Devices in In-Store Purchase Situations. In , pp.114-124. Athens, Greece: Athens University of Economics & Business. - ISBN 978-960-98566-7-6.
- Kowatsch, T., & Maass, W. (2009). Towards a Framework for Knowledge-based Pricing Services Improving Operational Agility in the Retail Industry. In , pp.1587. Athens, Greece: Athens University of Economics & Business. - ISBN 978-960-98566-7-6.
- Maass, W., & Kowatsch, T. (2008). Adoption of Dynamic Product Information: An Empirical Investigation of Supporting Purchase Decisions on Product Bundles. In 16th European Conference on Information Systems (Golden W, Acton T, Conboy K, van der Heijden H, Tuunainen VK eds.), pp.12: ECIS Standing Committee. - ISBN 978-0-9553159-2-3.
- Kowatsch, T., Maass, W., Filler, A., & Janzen, S. (2008). Knowledge-based Bundling of Smart Products on a Mobile Recommendation Agent. In 7th International Conference on Mobile Business, pp.181-190: IEEE Press. - ISBN 978-0-7695-3260-8/08.
- Kowatsch, T., & Maass, W. (2008). The Impact of Pre-Defined Terms on the Vocabulary of Collaborative Indexing Systems. In 16th European Conference on Information Systems (Golden W, Acton T, Conboy K, van der Heijden H, Tuunainen VK eds.), pp.12: ECIS Standing Committee. - ISBN 978-0-9553159-2-3.
- Maass, W. (2007). A Tentative Design Model for Smart Products. In , pp.23-36: Research Center Intelligent Media.
- Maass, W., & Janzen, S. (2007). Dynamic Product Interfaces: A Key Element for Ambient Shopping Environments. In eMergence: Merging and Emerging Technologies, Processes, and Institutions, pp.to appear: Bled eCommerce Conference.

- Maass, W., Kowatsch, T., & Münster, T. (2007). Vocabulary Patterns in Free-for-all Collaborative Indexing Systems. In Proceedings of the First International Workshop on Emergent Semantics and Ontology Evolution, ESOE 2007, co-located with ISWC 2007 + ASWC 2007 (Liming Chen, Philippe Cudré-Mauroux, Peter Haase, Andreas Hotho, Ernie Ong eds.), pp.45-57: CEUR-WS.org.
- Stahl, F., & Maass, W. (2006). Adoption and Diffusion of Digital Information Goods: An Empirical Analysis of the German Paid Content Market. In , pp.forthcoming: Bled.
- Maass, W., Wernher, B., & Aldo, G. (2006). Carrier Model for Semantically Annotated Information Goods. In COLLECTeR: Collaborative Electronic Commerce Technology and Research, pp.1-10: Bled eCommerce Conference.
- Maass, W., & Filler, A. (2006). Towards an Infrastructure for Semantically Annotated Physical Products. In . Berlin etc.: Springer.
- Maass, W., & Behrendt, W. (2006). Trading semantically enhanced digital products in electronic markets. In , pp.forthcoming. Berlin etc.: Springer.
- Wernher, B., Aldo, G., Maass, W., & Rupert, W. (2005). Towards an Ontology-based Distributed Architecture for Paid Content.. In Gómez-Pérez, A., & Euzenat, J. (Eds.), The semantic web. Berlin: Springer. - ISBN 3-540-26124-9.
- Maass, W. (2004). Inside an Open Source Software Community: Empirical Analysis on Individual and Group Level. In .
- Maass, W., Goyal, S., & Behrendt, W. (2004). Knowledge Content Objects and a Knowledge Content Carrier Infrastructure for ambient knowledge and media aware content systems. In Knowledge-based Media Analysis, pp.449-456. London: QMUL.
- Apostolou, D., Georgolios, P., Klein, B., Franz, J., Maass, W., Abecker, A., Kafentzis, K., & Mentzas, G. (2004). Towards provision of knowledge-intensive products and services over the Web. In .
- Maass, W., & Stahl, F. (2003). Marktübersicht zu Content Management Systemen. In Competence in Content. Frankfurt a. M.: DGI. - ISBN 3-925474-48-X.
- Abecker, A., Tabor, S., Traphöner, R., Franz, J., Maass, W., & Eickhoff, W. C. (2003). The INKASS Information Ontology for Knowledge Asset Trading (extended abstract). In .
- Abecker, A., Apostolou, D., Franz, J., Maass, W., Mentzas, G., Reuschling, C., & Tabor, S. (2003). Towards an Information Ontology for Knowledge Asset Trading. In , pp.1-8: n/a.
- Apostolou, D., Mentzas, G., Abecker, A., Eickhoff, W. C., Maass, W., Georgolios, P., Kafentzis, K., & Kyriakopoulou, S. (2002). Challenges and Directions in Knowledge Asset Trading. In , pp.549-564. Berlin, Germany: Springer.
- Eickhoff, W. C., & Maass, W. (2002). micromarkets - a distributed agent-based approach to e-markets. In .
- Apostolou, D., Mentzas, G., Abecker, A., Eickhoff, W. C., Maass, W., Georgolios, P., Kafentzis, K., & Kyriakopoulou, S. (2002). Towards an Information Ontology for Knowledge Asset Trading. In .
- Maass, W., & Krueger, A. (1997). Towards a Computational Semantics of Pathrelations. In .
- Maass, W. (1995). How Spatial Information Connects Visual Perception and Natural Language Generation in Dynamic Environments: Towards a Computational Model. In .

- Maass, W., Baus, J., & Paul, J. (1995). Visual Grounding of Route Descriptions in Dynamic Environments. In Srihari, R. K. (Eds.), .
- Gapp, K. P., & Maass, W. (1994). Spatial Layout Identification and Incremental Descriptions. In .
- Herzog, G., Maass, W., & Wazinski, P. (1993). VITRA GUIDE : Utilisation du Langage Naturel et de Représentations Graphiques pour la Description d'Itinéraires. In , pp.243-251.
- Maass, W., Wazinski, P., & Herzog, G. (1993). VITRA GUIDE: Multimodal Route Descriptions for Computer Assisted Vehicle Navigation. In , pp.144-147.
- Graf, W., & Maass, W. (1991). Constraint-basierte Verarbeitung graphischen Wissens. In .

## digital resource

- Presser, M., Krco, S., Kowatsch, T., Maass, W., Lange, S., Carrez, F., Hunt, B., Egan, R., Höller, J., Bassi, A., Haller, S., & Woysch, G. (22.10.2011). The Internet of Things Comic Book: Inspiring the Internet of Things [PDF]. Denmark: Alexandra Institute and partially funded by the FP7 ICT 'Internet of Things Initiative', contract 257565. URL:[http://www.alexandra.dk/uk/services/Publications/Documents/IoT\\_Comic\\_Book.pdf](http://www.alexandra.dk/uk/services/Publications/Documents/IoT_Comic_Book.pdf).

## bozza lavoro

- Maass, W. (2004). Apache Cocoon Survey 2003 [draft]. St. Gallen: MCM institute. St. Gallen: University of St. Gallen..
- Maass, W. (2003). Open Source - Eine strategische Position?. Open Source Software Communities: St. Gallen: MCM institute. St. Gallen: University of St. Gallen..
- Maass, W. (1992). Constraint-basierte Platzierung in multimodalen Dokumenten am Beispiel des Layout-Managers in WIP. DFKI Research Document. Saarbrücken: German Research Center for Artificial Intelligence: DFKI..
- Maass, W., Schiffmann, W., & Soetopo, D. (1992). LAYLAB: Ein System zur automatischen Platzierung von Text-Bild-Kombinationen in multimodalen Dokumenten. DFKI Working Paper.. Saarbrücken.

## rapporto lavoro

- Kowatsch, T., & Maass, W. (2012). IoT-I Deliverable - D2.4: Social Acceptance and Impact Evaluation: IoT-I consortium.
- Janzen, S., Blomqvist, E., Filler, A., Gönül, S., Kowatsch, T., Adamou, A., Germesin, S., Romanelli, M., Presutti, V., Cimen, C., Maass, W., Postaci, S., Alpay, E., Namli, T., & Laleci, G. B. (2011). IKS Deliverable - D4.1 AmI Case: Design and Implementation: IKS consortium.
- Kowatsch, T., Maass, W., Weber, R., & Weber, R. (2011). IoT-I Deliverable - D2.2: Initial Social Acceptance and Impact Evaluation: IoT-I Consortium.
- Nagel, B., Sauer, S., Engels, G., Behrendt, W., Gruber, A., Kowatsch, T., & Maass, W. (2010). IKS Deliverable - D1.2 Report: Semantic Benchmark Applications: Confidential Deliverable: -.

Kowatsch, T., Maass, W., Behrendt, W., Gruber, A., & Nagel, B. (2010). IKS Deliverable - D1.3 Report: Validation of the Semantic Benchmarking Exercise: Confidential Deliverable: -.

Janzen, S., Maass, W., Kowatsch, T., Filler, A., Romanelli, M., Germesin, S., Becker, T., Laleci, G. B., Kilic, O., Ocalan, C., Alpay, E., & Dogac, A. (2010). IKS Deliverable - D2.1 Report: AMI Case Requirements Specification: Restricted Deliverable: -.

Kowatsch, T., Maass, W., Damjanovic, V., Behrendt, W., Gruber, A., Nagel, B., Sauer, S., & Engels, G. (2009). IKS Deliverable - D1.1 Report: Design of the Semantic Benchmark Experiment: Public Deliverable: -.