

## Publication List Christoph F. Strnadl

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### Summary Statistics

| Event Type                                     | Count     |
|--|-----------|
| Public appearances, presentations, talks       | 83        |
| Published papers and articles                  | 13        |
| Review articles                                | 42        |
| Seminars, workshops, and lectures              | 17        |
| <b>Quotations in the press and other media</b> | <b>52</b> |

## 1 Professional activities

### 1.1 Public appearances and talks

[83] CHRISTOPH F. STRNADL: Workshop "Information Strategy".  
Semantics 2006, Wien, 29. November 2006.

[82] CHRISTOPH F. STRNADL: *SOA Anti-Patterns*.  
LSZ Konferenz "SOA", Wien, 14. November 2006.

***Best presentation of the whole conference***  
***Best presentation in contents, presentation, and relevance.***

[81] CHRISTOPH F. STRNADL: *Process-driven Integration in Österreich. Ergebnisse der PDI Readyness Studie 2006*.

PzM Summit 2006 (GfP & ÖVO), Wien, 14. November 2006.

[80] CHRISTOPH F. STRNADL: *Enterprise Architecture & Strategie. Zur Rolle der Prozesse in der Verbindung von Technologie, Daten und Geschäftsstrategie*.

LSZ Konferenz "Geschäftsprozessoptimierung / ITIL", Wien, 12. Oktober 2006.

***Best presentation of the whole conference (out of 12)***  
***Best presentation in contents, presentation, and relevance.***

[79] CHRISTOPH F. STRNADL: *Process-driven Architecture — Von der flexiblen Prozessarchitektur zur flexiblen IT-Architektur*.

Workshop "Business Process Management" (New Media Sales) Wien, 12. September 2006.

[78] CHRISTOPH F. STRNADL: *Einheit in Vielfalt. Die simultane Versöhnung von Ansprüchen der Prozesse und Organisation durch eine E-Government Referenzarchitektur*.

LSZ Konferenz "Behörden", Wien, 12. September 2006.

***Best pure IT presentation of the conference***  
***2nd best overall presentation (out of 12 speakers)***

[77] CHRISTOPH F. STRNADL: *Process-driven Architecture – Von der flexiblen Prozessarchitektur zur flexiblen IT-Architektur*.

Workshop "Business Process Management" (New Media Sales) Wien, 13. Juni 2006.

[76] CHRISTOPH F. STRNADL, *Offensive Strategien fürs IT Management. Oder: IT Investitionen geschützt – was kommt nach der Defensive?*

XML Business Breakfast "Modernisierung", Wien, 7. Juni 2006.

[75] CHRISTOPH F. STRNADL, *Die Digitalisierung der Prozesse*.

conex Forum Geschäftsprozesse 06, Wien, 29. Mai 2006.

***Best presentation of the day (out of 9);***  
***Top performance in competence (#2), delivery (#1), praxis relevance (#2),***  
***and documentation (#1);***  
***Top 3 presentation of the conference (out of 20)***

[74] CHRISTOPH F. STRNADL, *Service-orientierte Architektur. Vision und Strategie*.

Austrian Executive Roundtable "SOA – Managementenerfahrungen", 17. Mai 2006.

- [73] CHRISTOPH F. STRNADL, *The Process-driven Architecture in Action. Implementing Flexible Business Processes with an Adaptive IT Architecture*. EuroCMG 2006, Rome, 10. Mai 2006.
- [72] CHRISTOPH F. STRNADL, *Process-driven Architecture in Action. State-of-the-Art von Business Process Management in Zeiten einer service-orientierten Architektur*. ITnT EC Austria Anwenderforum, Graz, 25. April 2006
- [71] CHRISTOPH F. STRNADL, *SOA – Mythen und Wirklichkeit*. conex Business Breakfast, Linz, 25. April 2006.
- [70] CHRISTOPH F. STRNADL, *Process-driven Architecture in Action. State-of-the-Art von Business Process Management in Zeiten einer service-orientierten Architektur*. ITnT EC Austria Anwenderforum, Linz, 20. April 2006.
- [69] CHRISTOPH F. STRNADL, *SOA – Mythen und Wirklichkeit*. conex Business Breakfast, Linz, 20. April 2006.
- [68] CHRISTOPH F. STRNADL und JOHANN L. ZEITELBERGER, *crossvision* (Doppelconference) Software AG Österreich, crossvision Launch Event, Semper Depot, 5. April 2006.
- [67] CHRISTOPH F. STRNADL: *Process-driven Architecture – von der flexiblen Prozessarchitektur zur flexiblen IT-Architektur*. Workshop "Business Process Management" (New Media Sales) Zürich, 4. April 2006.
- [66] CHRISTOPH F. STRNADL, *Integration, quo vadis? Bewertung und Ausblick von IT-getriebenem Prozessmanagement*. LSZ Consulting, 10. IT-Forum 2006 "Strategien für die Zukunft", Wien, 4. April 2006.
- [65] CHRISTOPH F. STRNADL (**invited keynote**): *Integration als Ziel und nicht als Mittel. State-of-the-art von BPM in Zeiten einer SOA*. connect Informunity Event "Prozesse und Perspektiven", Wien, 22. März 2006.  
**Best presentation of the conference;**  
**Best presentation in contents and performance.**
- [64] CHRISTOPH F. STRNADL: *Process-driven Architecture – von der flexiblen Prozessarchitektur zur flexiblen IT-Architektur*. Workshop "Business Process Management" (New Media Sales) Wien, 9. März 2006.  
**Best presentation and performance of the workshop.**
- [63] CHRISTOPH F. STRNADL: *Process-driven Architecture – von der flexiblen Prozessarchitektur zur flexiblen IT-Architektur*. Economyaustria IT&T Beyond Offering, ITnT, 15. Februar 2006.

[62] CHRISTOPH F. STRNADL: *Jenseits der Modellierung. Methoden zur Komplexitätsbewältigung im Niemandsland zwischen Prozesslandkarte und Applikationsdesign.*  
Computerwelt Executive Lounge, ITnT, 14. Februar 2006.

[61] CHRISTOPH F. STRNADL: *Jenseits der Modellierung. Organisation und IT auf dem Weg zum vollen Geschäftsprozessmanagement.*  
ÖVO Expertengespräch, Wien, 25. Jänner 2006.

[60] CHRISTOPH F. STRNADL (**invited keynote**): *Das Process-driven Architecture (PDA) Modell.*  
connect Konferenz "Organisationsdynamik = IT Dynamik", Wien, 29. November 2005.  
**Best presentation of the conference.**

[59] CHRISTOPH F. STRNADL: *Business Process Management. SOA und die "andere" SAG.*  
BGÖ Tagung Wien, 11. November 2005.

[58] CHRISTOPH F. STRNADL: *Jenseits der Modellierung. Organisation und IT auf dem Weg zum vollen Geschäftsprozessmanagement.*  
LSZ Konferenz "Geschäftsprozessoptimierung / ITIL", Wien, 13. Oktober 2005.  
**Best presentation of the conference;  
best presentation in contents, style, and performance.**

[57] CHRISTOPH F. STRNADL: *Warum Informationsmanagement vor dem Wissensmanagement kommt.* 3. Tiroler Innovationstag, Congress Centrum Innsbruck, 11. Oktober 2005.

[56] CHRISTOPH F. STRNADL: *IT doesn't matter, processes do. Zum Business Case von Business Process Management.* 1. CMG-AE & GIT Symposion "Geschäftsprozesse im Technologiewandel", Wien, 26.-27. September 2005.  
**Second best performance of the symposion (out of 26 speakers);  
Best IT related presentation of the symposion**

[55] CHRISTOPH F. STRNADL (**invited keynote**): *Prozesse, Information, Organisation. Zur Neuorientierung der IT abseits von (reiner) Technologie.*  
EC Austria Business Breakfast Wien, 15. September 2005.

[54] CHRISTOPH F. STRNADL: *Vom ELAK zum Prozess. Hindernisse und Chancen auf dem Weg zu einem behördlichen Prozessmanagement.*  
LSZ Branchenkonferenz "Behörden", Wien, 13. September 2005.  
**Second best performance and top 3 in "benefits for the audience".**

[53] CHRISTOPH F. STRNADL (**invited**): *IT Kosten als Innovationskiller? Services als Retter in der Not.* BRZ – Das Portal für die Wirtschaft, Wien. 15. Juni 2005.

[52] CHRISTOPH F. STRNADL: *Die Digitalisierung der Prozesse..*  
XML Business Breakfast "Die Industrialisierung der Verwaltung", Wien, 25. Mai 2005.

[51] CHRISTOPH F. STRNADL: *IT Kosten als Innovationskiller? Services als Retter in der Not*. 9. Österreichisches IT Forum „Strategien für die Zukunft“, Wien, 12. April 2005.

***Best overall presentation of the Symposium, best presentation in content and style.***

[50] CHRISTOPH F. STRNADL: *IT Strategy Maps. Von der Balanced Scorecard zur IT Scorecard*. Future Network, Wien, 6. April 2005

[49] CHRISTOPH F. STRNADL (**invited**): *IT Outsourcing. State-of-the-art and beyond*. 5. Internationales Frühjahrssymposium „IT Governance – IT Service Management“, Wien, 4. März 2005.

***2nd best overall presentation (2nd only to own keynote the day before).***

[48] CHRISTOPH F. STRNADL (**keynote**): *IT Governance. Zwischen Hype und Heiligem Gral*. 5. Internationales Frühjahrssymposium „IT Governance – IT Service Management“, Wien, 3. März 2005.

***Best overall presentation of the Symposium, best presentation in content and style.***

[47] CHRISTOPH F. STRNADL: *IT Strategy Maps. Von der Balanced Scorecard zur IT Scorecard*. Future Network, Wien, 3. Februar 2005 .

[46] CHRISTOPH F. STRNADL (**invited**): *Grid Computing. Folklore und Fakten*. CMG-AE Working Group „IT Management“ – Veranstaltung “Verteilte Applikationen & Grid Computing”, Wien, 9. November 2004.

***Best overall presentation, best presentation in content, benefits, and style.***

***Best CMG-AE speaker award for the whole year 2004/05.***

[45] CHRISTOPH F. STRNADL (**keynote**): *IT Strategy Maps. Von der Balanced Scorecard zur IT Scorecard*.

4. Internationales Herbstsymposium IT Service Management, Wien, 13. Oktober 2004.

***Best presentation of the day (15 speakers)***

***Top 3 presentation of whole Symposium (25 speakers)***

[44] CHRISTOPH F. STRNADL (**invited**): *Von der Due Diligence zum Vertragsabschluss. Erfahrungen aus Österreichs größtem IT Infrastruktur Outsourcing Projekt*. Future Network Management Forum “IT-Konsolidierung”, Wien, 17. Juni 2004.

***Best overall presentation, best presentation in content and style.***

[43] CHRISTOPH F. STRNADL (**invited**): *Crouching Tiger, Hidden Dragon. Corporate Strategy versus IT strategy*.

17<sup>th</sup> CECMG Conference, Ulm (Germany), 20 April 2004.

***Top 5 presentation award (out of 150 speakers)***

[42] Christoph F. Strnadl (**keynote**): *Mission: impossible? IT Outsourcing im Spannungsfeld von Theorie Praxis.*

Managementforum IT-Outsourcing & ASP, Institut für Personal und Organisation, Universität Linz, 29. Oktober 2003.

[41] Christoph F. Strnadl (**keynote**): *Outsourcing braucht kein Management, oder?*  
CMG-AE Working Group „IT Management“ – Workshop „IT Outsourcing“,  
Wien 21 October 2003 .

***Best overall presentation, best presentation in content, style, and benefits.***

[40] Christoph F. Strnadl: *Anleitung zum Mißmanagement. Zur Irrelevant neoklassischer Modelle von Verhandlungssystemen.*

Geraser IT Tage VIII „Kommunikationsdrehscheibe Mensch“, Monastery Pernegg, 26 September 2003.

[39] Christoph F. Strnadl (**keynote**): *IT Outsourcing. Praxis und Perspektiven.*

LSZ Konferenz „Outsourcing +++ ASP +++ Consolidation“, Wien 12 June 2003

***Best overall presentation, best presentation in content, style, and benefits.***

[38] Christoph F. Strnadl (**invited**): *Crouching Tiger, Hidden Dragon. Corporate strategy versus IT strategy.* 2. CMG-AE Jahrestagung 2003, Wien 2. Juni 2003.

***Best speaker award (out of more than 40 speakers)***

[37] Christoph F. Strnadl (invited): *IT Outsourcing. State-of-the-art and beyond.*

Future Network Management Forum “IT-Outsourcing. Zwischen Kostenreduktion und Partnerschaft. Wien, 23. April 2003

***Best presentation***

[36] Christoph F. Strnadl (invited): *IT versus Management. Szenen einer Ehe..*

16<sup>th</sup> CECMG & 6<sup>th</sup> EuroCMG Conference, Hannover (Germany), 3 April 2003.

***Best speaker award (out of more than 100 speakers)***

[35] CHRISTOPH F. STRNADL, *Crouching Tiger, Hidden Dragon. Corporate strategy versus IT strategy.* ÖVO Expertengespräch, Wien, 26 March 2003.

[34] CHRISTOPH F. STRNADL *et al.* (**Panel discussion**): *Outsourcing – Was bringt's.*

Exponet Vienna CompetenCenter IT Outsourcing, Wien 12 February 2003.

[33] CHRISTOPH F. STRNADL, *IT Outsourcing. Myths, Metaphors and Reality.*

Exponet Vienna CompetenCeneter IT Outsourcing, Wien 12 February 2003.

[32] CHRISTOPH F. STRNADL (**keynote**), *Crouching Tiger, Hidden Dragon. Corporate strategy versus IT strategy.* Results of the IT Alignment Study 2002

Exponet Vienna KeyNoteArena, Wien 11 February 2003.

[31] CHRISTOPH F. STRNADL, *IT investment evaluation. Folklore and facts.*

Exponet Vienna CompetenCeneter Enterprise Application Integration,  
Wien 11 February 2003.

[30] CHRISTOPH F. STRNADL, *Between Costs and Flexibility. IT Infrastructure as Strategic Asset*. IDC Fachkonferenz “Geschäftsprozessoptimierung”, Wien 24 October 2002.

***Best overall presentation, best presentation in style & benefits***

[29] CHRISTOPH F. STRNADL, *The Geometry of Management Consulting. A discourse*. Beraterforum, Wien, 27 September 2002.

[28] CHRISTOPH F. STRNADL, *The evaluation of an IT investment decision*.

Future Network Management Forum “Business Strategy versus IT Strategy . Projects – ROI – benefits – value”, Wien, 25 September 2002.

***Best overall presentation, best presentation in content & presentation style***.

[27] CHRISTOPH F. STRNADL, *A pragmatic approach to IT infrastructure investment appraisal for medium-size enterprises*.

IEEE International Engineering Management Conference – IEMC 2002, Cambridge, UK, 19 August 2002.

[26] CHRISTOPH F. STRNADL (**keynote**), *IT versus Management. Scenes from a Marriage*.

1<sup>st</sup> Annual Conference of the Computer Measurements Group Austria/Eastern Europe (CMG-AE) – “Economics and IT”, Wien 17-18 June 2002.

***Best presentation of the conference award***.

[25] CHRISTOPH F. STRNADL, *IT Strategy as Process*.

Atos Origin Infoday “IT between Quality and Efficiency. From Contradiction to Simultaneous Optimization Through Processes”, Wien 6 June 2002.

[24] CHRISTOPH F. STRNADL, *The Power of Good Connections. Collaborative Commerce*.

Geraser IT Tage V: “Knowledge is Power?”, Monastery Pernegg, 19-20 April 2002.

[23] CHRISTOPH F. STRNADL (**keynote**), *The Value of IT. Between TCO and ROI*.

Citrix Event “Activ Cost Management in IT. Using Technology for Reducing TCO. Wien, 8. April 2002.

[22] CHRISTOPH F. STRNADL and ROLAND FELNHOFER, *Between isolation-gates and false bottoms. A pragmatic-constructivistic approach to IT risks management*.

Future Network: “Information & Security. Risk management in Information Technology”, Wien, 28 February 2002.

***Best presentation in style and content***.

[21] CHRISTOPH F. STRNADL, *Reaching out for the quantum limit. Optimization of free-space optical communications*. Laudatio for the IEEE Austria Section Student Prize 2001 recipient.

112<sup>th</sup> General Assembly of the ÖVE, Wien, November 28, 2001.

[20] CHRISTOPH F. STRNADL, *Strategy, aesthetics, and pragmatics. Beyond 99.98% availability and adaptability in a 4,000 port campus area network.*

CMG-AE Workshop on "Network Operations". Wien, 5 November 2001.

***Best overall presentation, best presentation in content & presentation style.***

[19] CHRISTOPH F. STRNADL, *The value of IT and the customer satisfaction myth.*

Atos Origin Infoday "Felsenfest oder auf Sand gebaut? Hält ihre IT-Infrastruktur der eBusiness Welle stand?", Wien, 17 July 2001.

***Best presentation award.***

[18] CHRISTOPH F. STRNADL, *Strategy Matters. A Systemic Approach to Strategic Sourcing.*

IDC Conference "IT Outsourcing/Consolidation", Wien, June 27, 2001.

***Best presentation award in content, presentation style, and usefulness***

[17] CHRISTOPH F. STRNADL, *ECOstructures for high-tech and process industries.*

ECOstructure customer event, Wiener Börse, Wien, March 21, 2001.

[16] CHRISTOPH F. STRNADL (**keynote**), *Between Foolishness and Fixes. Managing your end-to-end infostructure.* IDC Conference "Digital Commerce Services", Wien, February 27, 2001.

***Best presentation award in content, presentation style, and usefulness***

[15] CHRISTOPH F. STRNADL, *Third Party Access for Large Corporate Networks.*

CMG-AE Meeting "Security in Information Technology", Wien, February 27, 2001.

[14] CHRISTOPH F. STRNADL, *Real Truths for the Virtual Reality.*

"Fit 4 the Future: Virtuelle Plattform Leoben" Information Event, Leoben (Styria), December 13, 2000.

[13] CHRISTOPH F. STRNADL, *Smart Algorithms for Smart Cards.*

Laudatio for the IEEE Austria Section Student Prize 2000 recipient. 111<sup>th</sup> General Assembly of the ÖVE, Wien, November 29, 2000.

[12] CHRISTOPH F. STRNADL (**keynote**), *Old Truths for the New Economy.*

Budapest Marriott (Hungary), "We have the right e-Solution" e-vent, September 28, 2000.

[11] CHRISTOPH F. STRNADL and LOIS KERBER, *Transformation of the Supply Chain: From Chains to Supply Webs.* Wien, ORIGIN/Austria E-Commerce Information Day, May 25, 2000.

[10] CHRISTOPH F. STRNADL, *From IT Infrastructure to the Info-Structure.*

Wien, Future Network: IT Infrastruktur als Basis für E-Business, 21. März 2000.

[09] CHRISTOPH F. STRNADL und WERNER SEIBERL, *Consumer Portals. B2C for Incumbent Manufacturers.* PHILIPS Info Day E-Commerce, Wien, 7. März 2000.



- [08] CHRISTOPH F. STRNADL, *Corporate Networks. Myths, Metaphors & Reality*. Tagung „Internet Commerce“, Linz, 14. Oktober 1999.
- [07] CHRISTOPH F. STRNADL, *Hochverfügbare Campus Area Netzwerke*. IDC Fachtagung „Industrie“, Wien, 30. September 1999.
- [06] CHRISTOPH F. STRNADL, *Campus Area Network PHILIPS Wienerberg*. CS Communications & Systems, Data Systems Austria Haus, Wien, 8. Juni 1999.
- [05] CHRISTOPH F. STRNADL, *Von Daten zu Multimedia LANs*. CS Communications & Systems, Data Systems Austria Haus, Wien, 8. Juni 1999.
- [04] CHRISTOPH F. STRNADL, *High-Speed ATM Backbone der DSM Chemie Linz*. Adaptive Networking (Bay Networks und Philips Professionelle Elektronik/Netzwerksysteme), Data Systems Austria Haus, Wien, 27. Juni 1997.
- [03] CHRISTOPH F. STRNADL, *Communications bei ORIGIN*. Lehrgang Telematik-Management, Donau Universität Krems, Krems, 15. April 1997.
- [02] CHRISTOPH F. STRNADL, *ScreenPhones und ADSI: Multimedia über das analoge Telefonnetz*. Wiener IT Kongreß 1996. Wien Hilton, 28.–31. Mai 1996, Wien, Austria.
- [01] CHRISTOPH F. STRNADL, *Multimedia*. Hochschullehrgang für Exportkaufleute, Universität Graz, 23. März 1996.

## 1.2 Papers & articles

- [13] CHRISTOPH F. STRNADL, Methoden statt Schlagworte.  
Expertenkommentar zum Thema "Geschäftsprozessoptimierung"  
DER STANDARD, 31. Oktober/01. November 2006, p. 21.
- [12] CHRISTOPH F. STRNADL, Aligning Business and IT. The Process-Driven Architecture Model. *Inf. Syst. Manage.* **23**(4) (Fall 2006), *in print*.
- [11] CHRISTOPH F. STRNADL, Der Manager als Feldherr.  
Expertenkommentar zum Thema "IT und IT Infrastruktur",  
DER STANDARD, 13. September 2006, p. 17
- [10] CHRISTOPH F. STRNADL, Einführung in Business Process Management (BPM) und BPM Systeme (BPMS). [www.bpm-guide.de/articles/55](http://www.bpm-guide.de/articles/55) (August 2006)
- [09] CHRISTOPH F. STRNADL, Kosten sparen mit BPM? Von der Vision zur Wirklichkeit.  
*Monitor*, Juli–August 2006 p. 16–17.
- [08] CHRISTOPH F. STRNADL, Beziehungen muss man pflegen.  
Expertenkommentar zum Thema "Business Process Integration."  
DER STANDARD, 6. Februar 2006, p.11.
- [07] CHRISTOPH F. STRNADL, *Jenseits der Modellierung. Oder: Warum Business Process Management (BPM) einen Enterprise Process Manager braucht.*  
XML Message 10/2005, p.3.
- [06] CHRISTOPH F. STRNADL, Vier Gründe, warum sie **nicht** über eine service-orientierte Architektur nachdenken müssen. *Monitor* Juli–August 2005, pp. 18–19.
- [05] CHRISTOPH F. STRNADL, Warum "I" wichtiger ist als "T".  
*Format* 29/2005 (22. Juli 2005), p. 65.
- [04] CHRISTOPH F. STRNADL, Aligning Business and IT: The Process-Driven Architecture (PDA) Model. *Proc. EUROCON 2005*.
- [03] CHRISTOPH F. STRNADL, A pragmatic approach to IT infrastructure investment appraisal for medium-size enterprises. *Proceedings of the 2002 IEEE International Engineering Management Conference – IEMC 2002*, Vol. I, 208–213.
- [02] CHRISTOPH F. STRNADL, From IT Strategy to Operations. Using the IT Driver Model<sup>®</sup> to align service levels to business. *Proceedings of the CMG 2001* (Anaheim, CA: December 2–7, 2001).
- [01] CHRISTOPH F. STRNADL, ScreenPhones und ASDI: Multimedia über das analoge Telefonnetz. *Proceedings Wiener IT Kongreß 1996* (28.– 31. Mai 1996) Band I, 44–50.

### 1.3 Reviews & review articles

- [42] CHRISTOPH F. STRNADL, Business Process Integration with Web Services. *Computing Reviews*, published on-line (13 October 2006).
- [41] CHRISTOPH F. STRNADL, Information Infrastructures for Distributed Collective Practices. *Computing Reviews*, submitted.
- [40] CHRISTOPH F. STRNADL, Raghu Ramakrishnan Speaks Out. *Computing Reviews*, published on-line (23 November 2006).
- [39] CHRISTOPH F. STRNADL, Factors Contributing to IT Industry Success in Developing Countries: The Case of Thailand. *Computing Reviews*, submitted.
- [38] CHRISTOPH F. STRNADL, Combinatorial Auctions. *Computing Reviews*, published on-line (28 July 2006).
- [37] CHRISTOPH F. STRNADL, Encyclopedia of Information Science and Technology. *Computing Reviews*, published on-line (14 July 2006).
- [36] CHRISTOPH F. STRNADL, MPEG-21 Event Reporting. *Computing Reviews*, February 2007.
- [35] CHRISTOPH F. STRNADL, Querying business processes with BP-QL. *Computing Reviews*, Dezember 2006.
- [34] CHRISTOPH F. STRNADL, Using roles and business objects to model and understand business processes. *Computing Reviews*, Dezember 2006.
- [33] Christoph F. Strnadl, Changes in queries in Gnutella peer-to-peer networks. *Computing Reviews*, August 2006.
- [32] CHRISTOPH F. STRNADL, Comparing Multicast and Newscast Communication in Evolving Agent Societies. *Computing Reviews*, October 2006.
- [31] CHRISTOPH F. STRNADL, Case handling: a new paradigm for business process support. *Computing Reviews*, May 2006.
- [30] CHRISTOPH F. STRNADL, *Web services platform architecture: SOAP, WSDL, WS-Policy, WS-Addressing, WS-BPEL, WS-Reliable Messaging and More*. *Computing Reviews*, October 2006.
- [29] CHRISTOPH F. STRNADL, Intelligen Agent Supported Business Process Management. *Computing Reviews*, July 2006.
- [28] CHRISTOPH F. STRNADL, Business Process and Workflow Coordination of Web Services. *Computing Reviews*, September 2006.
- [27] CHRISTOPH F. STRNADL, Advances in business process management. *Computing Reviews*, December 2005.

- [26] CHRISTOPH F. STRNADL, Universal Artificial Intelligence. Sequential Decisions Based on Algorithmic Probability Theory. *Computing Reviews*, March 2006.  
**Review specially highlighted by Editor**
- [25] CHRISTOPH F. STRNADL, Possibilities for cross-fertilization between interpretive approaches and other methods for analyzing information systems.  
*Computing Reviews*, December 2005.
- [24] CHRISTOPH F. STRNADL, Managing Evolving Requirements in an Outsourcing Context. An Industrial Experience Report. *Computing Reviews*, December 2005.
- [23] CHRISTOPH F. STRNADL, Web-page classification through summarization.  
*Computing Reviews*, April 2005.
- [22] CHRISTOPH F. STRNADL, .NET – A complete development cycle.  
*Computing Reviews*, February 2005.
- [21] CHRISTOPH F. STRNADL, Information Technology Outsourcing (ITO) governance: An examination of the outsourcing management maturity model.  
*Computing Reviews*, February 2005
- [20] CHRISTOPH F. STRNADL, An empirical assessment of transaction risks of IT outsourcing arrangements: an event study. *Computing Reviews*, January 2005.
- [19] CHRISTOPH F. STRNADL, Outsourcing to India.  
*Computing Reviews*, August 2005.
- [18] CHRISTOPH F. STRNADL, Metadata based Modeling of Information Resources on the Web. *Computing Reviews*, October 2004.
- [17] CHRISTOPH F. STRNADL, Bluetooth dynamic scheduling and interference mitigation.  
*Computing Reviews*, September 2004.
- [16] CHRISTOPH F. STRNADL, Distributed Power Control for Energy Efficient Routing in Ad Hoc Networks. *Computing Reviews*, September 2004.  
**Review specially highlighted by Editor**
- [15] CHRISTOPH F. STRNADL, Wireless Sensor Networks. Architectures and Protocols.  
*Computing Reviews* June 2004.
- [14] CHRISTOPH F. STRNADL, DSI: Distributed Service Integration for Service Grid.  
*Computing Reviews* May 2004.
- [13] CHRISTOPH F. STRNADL, New Technology – Great Opportunities. How to exploit them.  
*Computing Reviews* February 2004.
- [12] CHRISTOPH F. STRNADL, Acknowledgement procedures at radio link control level in GPRS. *Computing Reviews* June 2002.

- [11] CHRISTOPH F. STRNADL, Quality of Service for Multimedia Applications.  
*IEEE MultiMedia* **Vol. 9**, No. 1 (January – March 2002), 93–95.
- [10] CHRISTOPH F. STRNADL, Establishing Online Trust Through a Community Responsibility System. *Computing Reviews* January 2002.
- [09] CHRISTOPH F. STRNADL, Small Worlds: Normative Behavior in Virtual Communities and Feminist Bookselling. *Computing Reviews* August 2001.
- [08] CHRISTOPH F. STRNADL, Using the Lessons of Y2k to Improve Information Systems Architecture. *Computing Reviews* July 2001.
- [07] CHRISTOPH F. STRNADL, Future Challenges for Engineers.  
*IEEE Potentials* **Vol. 20**, No. 2 (April/May 2001 Supplement), 27.
- [06] CHRISTOPH F. STRNADL, Internetworking Multimedia.  
*IEEE MultiMedia* **Vol. 7** No. 2 (April–June 2000), 101–102.
- [05] FREDERICK STAUFER, Die e-deale E-nfrastruktur.  
*Computerwelt* Nr. 13 (31. März 2000), 17–18.
- [04] CHRISTOPH F. STRNADL, Evaluating Communication Networks.  
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- [03] CHRISTOPH F. STRNADL, Mobile Multimedia Communications.  
*IEEE MultiMedia* **Vol. 6**, No. 1 (Jan.–Mar. 1999), 90–92.
- [02] CHRISTOPH F. STRNADL, Explaining Video and Imaging Processing.  
*IEEE MultiMedia* **Vol. 4**, No. 4 (Oct.–Dec. 1997), 84–85.
- [01] CHRISTOPH F. STRNADL, A Successful Guide to Networked Multimedia.  
*IEEE MultiMedia* **Vol. 3**, No. 2 (Summer 1996), 84–85.

## 1.4 Seminars, Workshops, and Lectures

Summary to-date: **16 Workshop events** successfully conducted.

### 1.4.1 Gesellschaft für Prozessmanagement (GfP)

CHRISTOPH F. STRNADL,

**Seminar "Die Digitalisierung der Geschäftsprozesse -- Potenzialanalyse"**

PzM Summit 2006, Wien, 13. November 2006.

### 1.4.2 MCI -- Management Center Innsbruck

CHRISTOPH F. STRNADL,

**Workshop "Strategisches IT Sourcing"**

MCI – Management Center Innsbruck, 26.–27. November 2004.

*Student evaluation statistically significant better than average.*

### 1.4.3 conex

CHRISTOPH F. STRNADL

**Workshop "BPM Potenzialanalyse"**

conex Hands-on Workshop, Vienna Marriot, Wien, 31. Mai 2006.

*Rating 1.00 on personal competency, 1.00 on presentation & delivery, and 1.00 on relevance for practice.*

### 1.4.4 LSZ Consulting

CHRISTOPH F. STRNADL

**Workshop "IT – ein Vorstandsthema", Modul: "Planning for Value".**

LSZ Consulting, Golf- und Sportclub Fontana, 22. Juni 2006

LSZ Consulting, Golf- und Sportclub Fontana, 23. März 2006.

*Best trainer of the workshop.*

LSZ Consulting, Golf- und Sportclub Fontana, 29. September 2005.

### 1.4.5 Donau Universität Krems

CHRISTOPH F. STRNADL

**Modul 8/3 "IT Outsourcing" des Lehrgangs IT Security.**

Donau Universität Krems, 16. März 2006.

CHRISTOPH F. STRNADL

**Lehrgang IT Consulting | Telematik Management**

Kamingespräch "Risiko ist nicht der Wert der IT..."

Donau Universität Krems, 26. April 2006

Vorlesung "Process-driven Architecture"

Donau Universität Krems, WS 2006

*Unanimous 100% satisfaction rating by all participating Students*

#### 1.4.6 Semantic Web School

CHRISTOPH F. STRNADL

**Modul 10 "Strategien der Informationsintegration" des Curriculums 2005.**

Semantic Web School, Wien, 29. November 2006

Semantic Web School, Wien, 5. Mai 2006.

Semantic Web School, Wien, 1. Dezember 2005.

#### 1.4.7 FH Technikum Wien

CHRISTOPH F. STRNADL,

**Vorlesung "Strategisches IT Management"**

Fachhochschule Technikum Wien, seit 2002.

#### 1.4.8 Euroforum

CHRISTOPH F. STRNADL and WOLFGANG MUFFAT,

**Corporate Strategy versus IT Strategy. A Workshop.**

Euroforum Seminar/Workshop Therme Loipersdorf, 16-17 January 2003.

*Top 5% seminar rating on content & presentation/rhetorics at 9.33 of 10.0 points*

CHRISTOPH F. STRNADL,

**Strategic IT Management.**

Euroforum Seminar "Vom IT-Experten zur IT-Führungskraft",

Wien, 12-14 June 2002.

CHRISTOPH F. STRNADL,

**Strategic IT Management.**

Euroforum Seminar "Vom IT-Experten zur IT-Führungskraft",

Wien, 10-12 April 2002.

*Top 3 Lecturer*

#### 1.4.9 Software AG Corporate University

CHRISTOPH F. STRNADL,

**Positioning and Starting SOA Projects.**

crossVISION Presales Training, Software AG / Corporate University

Darmstadt (BRD), 9 June 2006.

*2<sup>nd</sup> best Lecturer out of 12 overall.*

## 2 Press and media coverage

The various public appearances and other engagements have resulted in the following press or media coverage.

[52] Economy, **Der Dirigent der Optimierung**. 5. Dezember 2006 (No. 24 | 06), p. 19  
*Quoting Christoph F. Strnadl on the convergence of BPMS and SOA.*

[51] Economy, **Ordnung ins Chaos**. 5. Dezember 2006 (No. 24 | 06), p. 19  
*Interviewing Christoph F. Strnadl on Business Process Management.*

[50] Der Standard, **Ein Supernetz mit Superhirn**. 29. November 2006, p. 12  
*Quoting Christoph F. Strnadl on Intelligent Networks.*

[49] Industrie Magazin, **Bits und Bytes statt Aktendeckel**. November 2006, p. 58  
*Interviewing Christoph F. Strnadl on Software AG 's Domain Architecture for E-Government.*

[48] Industrie Magazin, **Bits und Bytes statt Aktendeckel**. November 2006, p. 56  
*Quoting Christoph F. Strnadl on E-Government in Austria.*

[47] Der Standard, **Kurzen Prozess machen**. 15. November 2006, p. 19  
*Extensively quoting Christoph F. Strnadl on the current state of BPM in Austria.*

[46] Der Standard, **Denk nach, Manager**. 13. September 2006, p. 17.  
*Extensively quoting Christoph F. Strnadl on the (undervalued) role of IT infrastructure.*

[45] Format, **Strategiespiele**. 14. Juli 2006 (No. 28 | 06) p. 68–70.  
*Quoting Christoph F. Strnadl on IT Strategy types and SOA.*

[44] Economy, **Steuern mit Prozessmaschinen**. 9. Juni 2006 (No. 13 | 06) p. 34.  
*Interview with Christoph F. Strnadl on process engines and the virtues of BPM..*

[43] Der Standard, **Die wunderbare Offenheit. Service-orientierte Architektur für eine Versicherung**. 24./25. Mai 2006, p. 21.  
*Quoting Christoph F. Strnadl on Software AG's approach on designing and implementing an SOA.*

[42] Computerwelt, **G'scheites und Blödes**. 14. April 2006, p. 20.  
*Reporting on Software AG's crossvision Launch Event at Semper Depot, Vienna (5 April 2006).*

[41] Computerwelt, **SOA: Same Old Architecture?** 14. April 2006, p. 14.  
*Extensively quoting Christoph F. Strnadl on top down (read: BPMS) and bottom up (read: SOA) IT integration options.*



- [40] Computerwelt, **IT-Forum: Das Profil des IT-Managers wandelt sich.** 14.04.2006, p. 6.  
*Quoting Christoph F. Strnadl on a Web Services Suite and Top Management's "Information Responsibility" (P. Drucker).*
- [39] Economy, **Langer Weg zur Lego-Software.** 7. April 2006 (No. 07 | 06) p. 15.  
*Quoting Christoph F. Strnadl on the platform-paradigm for SOA.*
- [38] Der Standard, **Software, übernehmen Sie!**, 5. April 2006, p.17.  
*Quoting Christoph F. Strnadl on service-oriented architecture (SOA) and Open Source.*
- [37] conect Nachbericht, **IT-getriebenes Projektmanagement und Optimierung**, 04/2006, p.1. *Quoting and referring to Christoph F. Strnadl's process-driven architecture approach.*
- [36] economy, **Kästchen malen alleine genügt nicht.** 10. März 2006 (No. 05 | 06), p. 15.  
*Interview with Christoph F. Strnadl on BPM.*
- [35] Monitor, **Geschäftsprozesse.** März 2006, p.13.  
*Interviewing Christoph F. Strnadl on the current and future role of BPM.*
- [34] IT Sales Profi, **Was bedeutet der SOA Hype in der Praxis.** 6. März 2006.  
*Quoting Christoph F. Strnadl on the connection between BPM and SOA.*
- [33] CIO Magazin (BRD), **Software Systeme in kleinen Happen. Mehr IT-Dynamik durch Baukasten-Prinzip.** 3. März 2006.  
*Extensively quoting on Christoph F. Strnadl's (and Software AG's) position on the "perfect twins", BPM and SOA.*
- [32] Lexpress, **IT Hype 2006: Service oriented architecture.** 24. Februar 2006, p. 14  
*Interview with Christoph F. Strnadl on the impact of service-oriented architecture on IT.*
- [31] Computerwelt, **Integration ist kein Spaß – aber sie wirkt.** 16. Februar 2006, p. 14.  
*Full and extensive reporting on Christoph F. Strnadl's talk "Process-driven Architecture"*
- [30] Economy, **Teure Systemfehler.** 09. Februar 2006, p. 12.  
*Quoting Christoph F. Strnadl on (alleged) tremendous software failure costs.*
- [29] Der Standard, **Das System ist nur der Dirigent.** 30. Jänner 2006, p. 11.  
*Extensively quoting Christoph F. Strnadl on SAG's position on Business Process Management (Systems).*
- [28] Der Standard, **IT-Dienste aus der Steckdose.** 26. September 2005, p. 11.  
*Extensively quoting Christoph F. Strnadl on SAG's position on Utility (also called: On-demand) Computing.*

- [27] Der Standard, **Der Wert der IT**. 5. September 2005, p. 13.  
*Quoting on Christoph F. Strnadl's approach to determine the value of IT and its consequences on IT architecture.*
- [26] Computerwelt Spezial, **IT Governance. Der Traum der CIO von klaren Perspektiven**. 10/2005, pp. 43–44. *Quoting Christoph F. Strnadl on the goals and objectives of IT governance.*
- [25] eStrategies – Central and Eastern Europe, **BPM Roundtable: Integration is key**. August 2005, pp. 44–52. *Extensively quoting Christoph F. Strnadl on upcoming trends and issues regarding BPM in the Central and Eastern European countries.*
- [24] Computerwelt, **Zauberwort Differenzierung zwischen den IT Anbietern**. 07. Juli 2005, p. 23. *Reporting on Software AG's strategy with regard to a Services-Oriented Architecture (SOA); quoting Christoph F. Strnadl on a "building" metaphor for IT architecture.*
- [23] Der Standard, **Es ist eine Überlebensfrage**. 2. Mai 2005, p. 12.  
*Quoting Christoph F. Strnadl on the visionary and implementation-related aspects of Business Process Management.*
- [22] Computerwelt, **Outsourcing und Cost Cutting**. 22. April 2005, 18.  
*Reporting on the 12 April 2005 LSZ IT Forum presentation "IT Costs as Innovation killer? Services as Savior in needy times".*
- [21] Computerwelt, **Durchdachte IT-Strategien haben Seltenheitswert**. 9. Februar 2005, p.34. *Reporting on the 03 February 2005 presentation "IT Strategy Maps. From a Balanced Scorecard to an IT Scorecard".*
- [20] Computing Reviews online ([www.reviews.com](http://www.reviews.com))  
**Christoph F. Strnadl – Featured & profiled reviewer – May 2004**
- [19] Industrie Magazin, **IT-Investitionen. Licht ins Dunkel**. Dez./Jän. 2003/2004, 44–46.  
*Quoting on Atos Origin's "Triple A" approach on IT investment appraisal*
- [18] e!trend, **Von Null auf Hundert. eBusiness on Demand**. Dezember 2003, 44–47.  
*Quoting on Atos Origin's approach to utility computing.*
- [17] IM Industrie Magazin, **Zu Tode gespart**. Oktober 2003, 106–107.  
*Quoting on Atos Origin's approach to IT infrastructure investment justification.*
- [16] output, **Qual der Wahl**, September 2003, 25  
*Reporting on Atos Origin's approach to ERP system evaluation (namely, AHP and Real Options).*

- [15] monitor, **Von Tigern und Drachen in der IT.** April 2003, 46–47.  
*Reporting on Atos Origins IT Alignment Study 2002.*
- [14] output, **Das Maß der Wirklichkeit,** March 2003, 22–25  
*Reporting on Atos Origin's Next Generation Outsourcing & IT Alignment Study 2002.*
- [13] it&T Business, **IT-Strategie folgt dem Business-Plan.** March 2003, 16–17.  
*Reporting on Atos Origin's Ansatz to IT strategy and services.*
- [12] Computerwelt, **Die EDV-Abteilung als feuerspeiender Drache, brummiger Bär oder lauernder Tiger.** 28. Februar 2003, 9.  
*Reporting on the results of Atos Origin's IT Alignment Study 2002.*
- [11] Computerwelt, **Der Manager – Ein IT Dompteur.** 28. Februar 2003, 1.  
*Reporting on the results of Atos Origin's IT Alignment Study 2002.*
- [10] Die Presse, **Die IT-Branche will nun besonders den Controllern gefallen.** 12. Feb. 2003, 19. *Reporting on the results of Atos Origin's IT Alignment Study 2002.*
- [09] Die Presse, **Zwei Welten, eine Tierschau.** High Tech Presse 01/2003 (11. Feb. 2003), 5.  
*Reporting on the results of Atos Origin's IT Alignment Study 2002.*
- [08] Wirtschaftsblatt, **Bei IT-Kosten ist die Schmerzgrenze erreicht.** 11. Februar 2003, E2.  
*Reporting on approaches to IT investment with Austrian Top 500s based on Atos Origin's IT Alignment Study 2002.*
- [07] Format, **Die neue Rolle der Technik.** 7 February 2003, 66–72.  
*Reporting on the results of Atos Origin's IT Alignment Study 2002.*
- [06] future network Journal, **Unternehmensstrategie versus IT-Strategie.** 01/2003, 3–4.  
*Reporting on Atos Origin's "Triple A" approach to IT investment evaluation.*
- [05] Wirtschaftsblatt, **Unternehmensstrategie versus IT-Strategie.** 31 August 2002, 26.  
*Reporting on the identically named IT strategy conception seminar & workshop.*
- [04] Wirtschaftsblatt, **IT-Projekte gehören auf Geschäftsziele abgestimmt.** 29 August 2002, 28.  
*Reporting on the conception of Atos Origin's IT Alignment Study 2002.*
- [03] it&t business, **Moderne Planungsmodelle für IT-Projekte.** Juli-August 2002.  
*Reporting on the Strategy Matrix model for aligning IT strategy and business strategy.*
- [02] Oberösterreichische Nachrichten, **Der Weg zum E-Commerce.** 25 October 1999.  
*Reporting on the Corporate Network talk of 14 October 1999.*
- [01] IBM Zeitung, **"Neues Volksblatt": Redaktion mit IBM Token Ring.** April 1989, 4.  
*Reporting on a Newspaper Publication Packaged developed by C. Strnadl and others.*

### 3 Miscellaneous contributions

#### 3.1 Papers

CHRISTOPH F. STRNADL, Karl Menger's Intellectual Autobiography: Karl Menger, *Reminiscences of the Vienna Circle and the Mathematical Colloquium*. Ed. by L. Golland, B. McGuinness, A. Sklar, Dordrecht: Kluwer 1994. in: HERLINDE PAUER-STUDER (ed.), *Norms, Values, and Society* (= Vienna Circle Institute Yearbook 2/1994), Dordrecht: Kluwer 1994, 330–5.

C. F. STRNADL, *The Construction of an Automaton Propositional Calculus*, Rhine Workshop on Computer Algebra (RWCA94), March 22–24, 1994, Karlsruhe, Germany.

CHRISTOPH F. STRNADL, *On the construction of an automaton propositional calculus*. in: Karl Svozil, *Randomness & Undecidability in Physics*, Singapore: World Scientific 1993, 250–261.

#### 3.2 Talks

CHRISTOPH F. STRNADL, *From Finite Automata to an Automaton Propostional Calculus*. The Foundational Debate. Complexity and Constructivity in Mathematics and Physics. Sept. 15–17, 1994, Wien, Austria.

#### 3.3 Photographs

CHRISTOPH F. STRNADL, “Hutweide” and “Smaragdeidechse”, in : S. Papst, “Wer hütet die Hutweiden. Über Schafe, Ziesel und Menschen“, *Weidwerk* 1995, Nr. 9, pp. 10–11.

## 4 Scientific Contributions

### 4.1 Master's thesis

CHRISTOPH F. STRNADL, *Elastische und inelastische Stoßprozesse von Elektronen in Festkörpern unter Berücksichtigung der Simulation*. Wien: Diplomarbeit TU Wien, 1990, 1–81.

### 4.2 Ph.D. thesis

CHRISTOPH F. STRNADL, *Die elektronische Struktur von einfachen Flüssigkeiten*. Wien: Dissertation TU Wien, 1993, 1–130.

### 4.3 Posters

C. F. STRNADL and G. KAHL, *Electronic Density of States in Disordered Materials: A Numerical Approach*, Liquid and Amorphous Metals VIII (LAM8), Aug 31–Sept 4, 1992, Wien, Austria.

C. F. STRNADL und G. KAHL, *Elektronische Zustandsdichte in Flüssigkeiten*, Österreichische Physikalische Gesellschaft, 42. ÖPG Jahrestagung, Sept. 21–25, Wien, Austria.

C. F. STRNADL and G. KAHL, *Determination of the Electronic Density of States in Liquids: Computer Simulation vs. Integral Equation Approach*, 13th General Conference of the CMD-EPS (Condensed Matter Division of the European Physical Society), March 29–April 2, 1993, Regensburg, Germany.

C. F. STRNADL and G. KAHL, *The electronic density of states: computer simulation vs. integral-equation approach*, 2nd Liquid Matter Conference, Sept 18–22, 1993, Firenze, Italy.

C. F. STRNADL und G. KAHL, *Die Berechnung der Elektronenstruktur einfacher Flüssigkeiten mittels Integral-Gleichungen und Computersimulation*, Österreichische Physikalische Gesellschaft, 43. ÖPG Jahrestagung, Sept. 22–24, 1993, Graz, Austria.

C. F. STRNADL, *The Symbolic Solution for Liquid State Correlation Functions*, Rhine Workshop on Computer Algebra (RWCA94), March 22–24, 1994, Karlsruhe, Germany.

### 4.4 Papers and articles

C. F. STRNADL and G. KAHL, Integral-equation approach to the electronic density of states in disordered materials, *J. Non-cryst. Solids* **156-8** (1993), 232–35.

C. F. STRNADL, Symbolic computation of the pair-distribution function for hard-sphere liquids in the whole r-range, *Comp. Phys. Comm.* **75** (1993), 47–54.

C. F. STRNADL and G. KAHL, The electronic density-of-states in liquids: computer simulation versus integral-equation approach, *J. Phys.: Condens. Matter* **5** (1993), 6801–18.