7TH INTERNATIONAL CONFERENCE ON SOFTWARE BUSINESS

Co-located with CAiSE 2016
Ljubljana, Slovenia
Welcome to the conference!

- This is the first time when the conference is co-located with another conference!

- Let us make it great!
Steering committee

- Jan Bosch, Chalmers University of Technology, Sweden
- Sjaak Brinkkemper, Utrecht University, the Netherlands
- João M. Fernandes, University of Minho, Portugal
- Georg Herzwurm, University of Stuttgart, Germany
- Slinger Jansen, Utrecht University, the Netherlands (chair)
- Casper Lassenius, Aalto University, Finland
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- Pasi Tyrväinen, University of Jyväskylä, Finland
- Krzysztof Wnuk, Blekinge Institute of Technology, Sweden
Programme committee

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- Pasi Tyrväinen, University of Jyväskylä, Finland
- Krzysztof Wnuk, Blekinge Institute of Technology, Sweden
Special theme: Software as a new way of providing cutting-edge solutions

- Advancements in the software industry have had a substantial impact on productivity and GDP growth globally. There is a noticeable spillover within other industries (e.g. manufacturing) enabling new business models. Software business refers to commercial activities in and around the software industry aimed at generating income from the delivery of software products and services.

- Although the business of software shares common features with other international knowledge-intensive businesses, it carries many inherent features. It is making it a challenging domain for research. The examples of many successful companies show that software provides unique benefit to its users. Moreover, software has spread all over the world and has permeated in many industries, which are not usual for software. In particular, software companies have to depend on one another to deliver a unique value proposition to their customers or a unique experience to their users.
Schedule (1)

- 09:00–09:30  Conference opening. Andrey Maglyas and Anna-Lena Lamprecht
- 09:30–10:30  Keynote: “Software Product Categories in the Automotive Industry and How to Manage Them” by Peter Lick and Hans-Bernd Kittlaus
- 10:30–11:00  Coffee break
- 11:00–11:45  “PDISC – Towards a Method for Software Product DISCovery” by Karl Werder, Benedikt Zobel and Alexander Maedche
- 11:45–12:30  “To network or not to network? Analysis of the Finnish Software Industry – A Netwrking Approach” by Katarina Yrjönkoski, Nina Helander and Hannu Jaakkola
- 12:30–14:00  Lunch
- 14:00–14:45  “Leveraging Bitcoin blockchain technology to modernize security perfection under the Uniform Commercial Code” by David S. Gerstl
- 14:45–15:30  “Software Analytics for Planning Product Evolution” Farnaz Fotrousi and Samuel A. Fricker
- 15:30–16:00  Coffee break
- 16:00–16:45  “Supporting the Evolution of Research in Software Ecosystems: Reviewing the Empirical Literature” by Konstantinos Manikas
- 16:45–17:30  “A Case Study of the Health of an Augmented Reality Software Ecosystem: Vuforia” by Lamia Soussi, Zeena Spijkerman and Slinger Jansen
Schedule (2)

- 09:00–09:45  "Supporting Strategic Decision-making for Selection of Software Assets" by Claes Wohlin, Krzysztof Wnuk, Darja Smite, Ulrik Franke, Deepika Badampud, and Antonio Cicchetti
- 09:45–10:30  "The impact of Internet of Things on Software Business Models" by Krzysztof Wnuk and Bhanu Teja Murari
- 10:30–11:00  Coffee break
- 11:00–11:45  "A Survey of Modeling Approaches for Software Ecosystems" by Oskar Pettersson and Jesper Andersson
- 11:45–12:30  "Ecosystems here, there, and everywhere. A barometrical analysis of the roots of ‘Software ecosystem’" by Arho Suominen, Sami Hyrynsalmi and Marko Seppänen
- 12:30–14:00  Lunch
- 14:00–15:00  Keynote: “Software Production: the new research domain intersecting Software Engineering and Software Business” by Sjaak Brinkkemper
- 15:00–15:30  "A Dynamic Pricing Model for Software Products Incorporating Human Experiences" by Andrey Saltan, Uolevi Nikula, Ahmed Seffah and Alexander Yurkov
- 15:30–16:00  Coffee break
Schedule (3)

- 16:00–16:20 “User Dimensions in ‘Internet of Things’ Systems: The UDIT Model” by Helena Holmström Olsson, Jan Bosch and Brian Katumba

- 16:20–16:40 “How do Software Startups Pivot? Empirical Results from a Multiple Case Study” by Sohaib Shahid Bajwa, Xiaofeng Wang, Anh Nguyen Duc and Pekka Abrahamsson

- 16:40–17:00 “Towards ‘Human/System Synergistic Development’: How Emergent System Characteristics Change Software Development” by Helena Holmström Olsson and Jan Bosch

- 17:00–17:20 "Mobile Gamification Principles Applied to Social Engagement” by Ethan Hadar

- 17:20–17:30 Closing
The conference proceedings


The book is part of the Lecture Notes in Business Information Processing series, volume 240, ISSN 1865-1348.

The editors are Andrey Maglyas and Anna-Lena Lamprecht.
The Journal of Systems and Software

Full paper submission deadline: October 10, 2016:
Notification: February 15, 2017:
Publication: Summer 2017

Submitted papers must be original, must not have been previously published or be under consideration for publication elsewhere. In case a paper has been already presented at a conference, it should be extended by at least 30% new technical contributions, before submitted for this special issue. Please note that the best papers from ICSOB 2016 will be invited for this special issue.
Portal restaurant offers specialties from international cuisine specializing in genuine Serbian “Leskovac cuisine”. Meat dishes are roasted solely on real charcoal. They also offer classical dishes a la carte, exquisite home-made pasta and deserts. A variety of fresh fish is always available as well. The restaurant offers an excellent selection of Slovene and Serbian wines, aperitifs and brandies. In the summer time, the visitors can enjoy a nice natural atmosphere at the Ljubljana river.

The dinner starts at 19:00.
The best paper award

- Sponsored by International Software Product Management Association

- Every participant of the programme committee has the right to vote.
Message from Sjaak

- The workshop starts on the Wednesday morning at 10:45
Keynote for today

Keynote: “Software Product Categories in the Automotive Industry and How to Manage Them” by Peter Lick and Hans-Bernd Kittlaus
Keynote for tomorrow

- Keynote: “Software Production: the new research domain intersecting Software Engineering and Software Business” by Sjaak Brinkkemper
Enjoy the conference!

- We will help you to enjoy it by answering the questions related to the conference.
- If we can’t answer, we will try to find someone who can.
- Tomorrow we start at 9:00, don’t forget to be here on time ;)}