



ICSOB 2014



THE 5TH INTERNATIONAL CONFERENCE ON SOFTWARE BUSINESS
JUNE 16-18, 2014, AZIA HOTEL, PAPHOS, CYPRUS

Call for papers

The 5th International Conference on Software Business will be held on June 16-18, 2014 at Azia Resort and Spa, Paphos, Cyprus. The ICSOB 2014 conference addresses the increasing need for speed in software business and related activities.

Conference theme: "Shortening the time-to-market - from short cycle times to continuous value delivery"

Advancements in the software industry have had a substantial impact not only on productivity and on GDP growth globally, but also on our daily work and lives. Moreover there is a noticeable spillover within other industries (e.g. manufacturing, entertainment industry) enabling new business models: companies bundle their physical products and software services into solutions (e.g. using subscription models or in-app purchases) and start to sell independent software products in addition to physical products. Software business refers to commercial activities in and around the software industry, aimed at generating income from the delivery of software products and software services. Although the software business shares common features with other international knowledge-intensive businesses, it carries many inherent features making it a challenging domain for research. 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. Moreover recent developments like the emerging app economy offer a variety of opportunities for entrepreneurs or start-up companies. The recent acquisition of the three-year old Finnish mobile game startup Supercell with the total value of 2.2 billion Euros shows that the future of software is not only in utility and but also in entertainment and increasing freetime of people globally. This will have a profound effect on software business and requires novel business models and new approaches to software product development as well.

ICSOB 2014 addresses researchers and practitioners, who are concerned with software business in different ways as well as the start-up community, which is increasingly focusing on mobile and social software. The main theme of 2014 focuses on speeding up the time from idea to value delivery, towards continuous delivery of added value.

You are invited to submit papers addressing contemporary issues emerging at the intersection of the software and business domains, broadly defined. Both papers reporting research results and industrial experiences are welcome. Invited are original submissions on the topics listed below, including but not limited to the following.

Special sessions this year:

- Speeding up time-to-market: towards continuous value delivery
- Business models in game and entertainment software

Regular themes of the conference series:

- Software Platforms and Ecosystems
- Corporate networks between software companies / Software Supply Networks
- Business impacts and business models of Cloud Computing
- Software Product Management
- Software business in the future
- Licensing, Intellectual Property and Patent Issues (IP modularity)
- Business models for software startups and existing software companies
- App Economy
- Productization, Servification, and Servitization
- Impact of Megatrends on software business (e.g. Customization)
- Effects of business models on software development
- Global and cultural aspects of software business
- Mobile software business trends

Submission

Full research papers (15 pages), short papers (6 pages), industrial track presentations (abstract) and posters are all welcome. Accepted full papers and short papers will be included in the conference proceedings published by Springer as a volume in Lecture Notes in Business Information Processing (LNBIP) series (if at least one author of the paper attends the conference and presents the paper).

Extended versions of the best papers selected from ICSOB 2014 will be published in a special issue of Journal of Systems and Software.



PhD students are invited to submit research abstracts and present and discuss their work at the Doctoral Symposium. A separate CFP for the Doctoral Symposium will be published later. You may also submit workshop proposals to the conference.

Important Dates

Paper Submission: **Extended to February 1st**, 2014

Workshop submission: January 24th, 2014

Notification: March 10th, 2014

Camera-Ready: April 7th, 2014

Conference: June 16-18, 2014

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- Kari Smolander, Lappeenranta University of Technology, Finland

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