

ICSOB 2013



4TH INTERNATIONAL CONFERENCE ON SOFTWARE BUSINESS
JUNE 11-14, 2013, POTSDAM, GERMANY

Theme: From Physical Products to Software Services and Solutions

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 live. Moreover there is a noticeable spillover within other industries (e.g. manufacturing) enabling new business models: companies bundle their physical products and software services into solutions (e.g. using subscription models) 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. Moreover recent developments like the emerging app economy offer a variety of opportunities for entrepreneurs or start-up companies.

ICSOB 2013 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.

Location: The International Conference on Software Business (ICSOB 2013) will be held at the University of Potsdam. Its Griebnitzsee campus is located near the capital of Germany, Berlin.

Call for Papers

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:

Special sessions this year:

- Entrepreneurship and startup companies
- Productization, Servification, and Servitization
- Software in the Healthcare domain

And regular themes of the conference series:

- Software Platforms and Ecosystems
- Corporate networks between software companies / Software Supply Networks
- Business impacts 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
- Impact of Megatrends towards software business (e.g. Customization)

Submission: Full research papers (12 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 present the paper). You may also submit tutorial proposals and workshop proposals to the conference. For details and updates visit <http://www.icsob.org>.

Online submission: <http://senldogo0039.springer-sbm.com/ocs/home/ICSOB2013>

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See website at icsob.org

Important Dates

Paper submission:

Feb 1st, 2013 (extended)

Workshop proposals: Jan 20, 2013

Notification: March 04, 2013

Camera-Ready: March 24, 2013

Conference: June 11-14, 2013