Call for Papers

The 9th International Conference on Software Business will be held in Tallinn, Estonia, and co-located with the 30th CAiSE conference. This year's ICSOB is focused on digitalization and its impact on the speed of business models and business modeling and realization of these business models.

Many software companies experience increasing pressure to deliver software products faster, to innovate faster and to continuously bring value to the customers. Digitalization is one of the main drivers of these transformations and forces software companies to rethink the ways of developing business models, innovate and deliver software products. Digitalization fuels the speed of changes in the planning (business modeling and strategy) layer in relation to the speed of changes in the realization (development and deployment) layer.

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.

Conference theme: How Digitalization Impacts Software Business

Although the business of software shares common features with other international knowledge-intensive businesses, it carries many inherently unique 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.

Companies that were engineering-driven become software intensive and struggle to keep up with the required speed of development and planning.

ICSOB 2018 intends to attract researchers and practitioners who are concerned with software business in different ways. 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.

We welcome both research and industry papers to the conference. The papers should be original and not submitted to or accepted by any other conference or journal. We are looking for short position and practice papers (maximum 6 pages) that provide insights on the life cycle management of software products and industry case studies as well as full research papers (maximum 15 pages) describing novel approaches to software business for software products and services.

The topics that ICSOB welcomes (but not limited to) are listed below:

- Software Ecosystems and App Stores - aspects related to software ecosystems health, ecosystem orchestration and governance, app economy, actors and supply network analysis, incentives and ecosystem-based business models
- Software Business Development - aspects related to developing business models and business modeling for software products and services, economics of software companies, internationalization, outsourcing and other strategies for realizing these business models.
- Licensing, intellectual property and patents aspects and other legal aspects associated with software business - privacy and security is also welcome here.
- Software startups - aspects related to environment success factors for software business and startups, software startup processes, disruptive innovation and adoption of startups, managing startup growth and research dissemination through startups
- Continuous Improvement - aspects related to continuous and holistic approach to software business that include software product management, lifecycle perspective, effective business model change and improvement, continuous

delivery and agile development to support software businesses. Also platform governance, digital platforms and matchmakers, value co-creation, mergers and acquisitions.
- Other aspect- games and gamification, software business education, disruptive trends in software business and the future of software business

You are very welcome to submit your papers to one of these tracks via the EasyChair submission system: **https://easychair.org/conferences/?conf=icsob2018**

* Important Dates *

Full paper submissions:	12 March 2018
Notification of acceptance:	7 April 2018
Camera-ready copies:	19 April 2018
Conference:	11-12 June 2018

* Submission Formats *

Papers should be submitted in PDF format. The results described must be unpublished and must not be under review elsewhere. Submissions must conform to Springer's LNCS format and should not exceed 15 pages, including all text, figures, references and appendices. Submissions not conforming to the LNCS format, exceeding 15 pages (for full papers) or 6 pages (for short papers), or being obviously out of the scope of the conference, will be rejected without review. Information about the Springer LNCS format can be found at

Three to five keywords characterizing the paper should be indicated at the end of the abstract. The type of paper (technical/empirical evaluation/experience/exploratory paper) should be indicated in the submission. Submission is done through Easychair.

Each paper will be reviewed by at least two reviewers. Accepted papers will be presented at ICSOB '18 and published in the conference proceedings, which is published in the Springer Lecture Notes in Computer Science (LNCS).

* Organizing Committee *

Conference Chairs:

Sjaak Brinkkemper, Utrecht University, the Netherlands

Krzysztof Wnuk, Blekinge Institute of Technology, Sweden

* Program Committee *

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