Lecture Notes
in Business Information Processing

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Software Business

First International Conference, ICSOB 2010
Jyväskylä, Finland, June 21-23, 2010
Proceedings

Springer
Preface

The advancement of the software industry has had a substantial impact not only on productivity and on GDP growth globally, but also on our daily work and life. Software business refers to commercial activity of the software industry, aimed at generating income from delivery of software products and software services. Although software business shares common features with other international knowledge-intensive businesses, it carries many inherent features making it an intriguing and challenging domain for research. Until now, however, software business has received little attention from the academic community.

The First International Conference on Software Business (ICSOB 2010) was organized in Jyväskylä during June 21–23, 2010. This inaugural conference brought together a strong Program Committee of 52 members with research disciplines from various fields of business management and technology management as well as international flavor with members coming from 17 countries from South and North America to Europe, India and Australia.

We received 35 research paper submissions. The papers went through a double-blind review process producing at least three reviews for each accepted paper. The Program Committee accepted 13 submissions to be presented as full papers in the conference, equaling 37% of the submissions. In addition, ten papers were accepted as short papers. The accepted papers represent the wide variety of research activity on software business. For the purposes of the conference program, the papers were organized under eight themes: business models, business management, ecosystems, education and research, internationalization, open source software and social media, product management, and software as a service.

In addition to the paper sessions, the conference program included three keynote presentations and a Business Innovation Track containing best-practice presentations from the software industry. The conference program also included two workshops, three tutorials and an adjunct meeting of the Cloud Software Consortia.

As Program Committee Chairs, we would like to thank the members of the Program Committee for their very valuable effort in evaluating the received papers to ensure a high quality of the conference. The experience and efforts of the Steering Committee and all the Chairs were valuable in building up this inaugural conference. Finally, it is our honor to mention the entities that supported the conference: University of Jyväskylä, the Cloud Software Program organized by Tivit Oy and funded by the Finnish Funding Agency for Technology and Innovation, SAP AG, as well as all the collaborating institutions, including Utrecht University, the Software Business Laboratory at Aalto University, VTT Research Center, University of Helsinki, and Springer Science+Business Media.

June 2010

Pasi Tyrväinen
Slinger Jansen
Invited Keynotes

“Staying Power—Six Enduring Principles for Managing Strategy and Innovation in an Uncertain World”  
*Michael A. Cusumano, MIT Sloan School of Management and MIT School of Engineering*

“Software Industry Transformation from Products into Services”  
*Pirkka Palomäki, Chief Technology Officer at F-Secure Corporation*

“Business Models in the Software Industry—Past and Future”  
*Karl-Michael Popp, Director Mergers and Acquisitions at SAP AG*

Workshops

1. Workshop on Global Outsourcing of Software Development
2. Workshop on Competencies for the Globalization of Information Systems in Knowledge-Intensive Settings

Industrial Session

Software Business Innovation Track

Tutorials

1. SaaS Business – Theory and Practice

Collaborating Organizations
Organization

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Juhani Warsta, University of Oulu, Finland
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Claudia Werner, Federal University of Rio de Janeiro, Brazil
Stanisław Wrycza, University of Gdańsk, Poland
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