Preface

Change and progress in software and in computing and communications technology more broadly have had a substantial impact not only on productivity and economic growth around the world, but also on our daily work and lifestyles. The software business covers commercial activities in the software industry, aimed at generating income from the design, delivery, and maintenance of software products and information technology services to enterprises and individual consumers as well as from digital content. Although the software business shares common features with other knowledge-intensive businesses, it carries many inherent features making it a challenging domain for research. In particular, many software companies have to depend on one another as well as hardware companies and various service providers to deliver a unique value proposition to their customers. New developments like applications that run on pre-existing platforms have emerged as a major force and are creating what is being labeled “the App economy.”

For this Third International Conference on Software Business, we received 60 research paper submissions from all over the world. The papers went through a thorough review process by at least two reviewers for each paper. The Program Committee deliberated with all the reviews and accepted 20 submissions to be presented as full papers for the conference (thus giving it an acceptance rate of 33%). In addition, ten papers were accepted as short research papers. The accepted papers follow diverse methodologies, and represent the diversity in research in our community. We have organized the papers according to the following categories: Software Development and Product Management, Software Platforms and Ecosystems, Organizational Transformation, Industry Transformation, and Emerging Trends and App Stores.

In addition to the full and short paper presentations, we opened the conference with a workshop on ecosystems and a tutorial on “Managing Project Value Throughout the Software Development Life Cycle: A Practical Approach” by Stefan Cedergren and Stig Larsson. The invited keynotes were given by: Jeremy Allaire (Brightcove, CEO and Founder), Brian Halligan (CEO and Co-founder), and Imran Sageed (NTT Data, CTO and senior VP, Global Development; senior lecturer at MIT Sloan). The 4th Software Ecosystems Workshop, held during the conference, was organized by Slinger Jansen, Jan Bosch, and Carina Frota Alves.
As chairs of the Program Committee, we would like to thank the Program Committee members for their time and dedication in providing feedback to the authors. Their input helped shape this conference and maintain a high quality of research. As has been the case in previous conferences, the Steering Committee was an invaluable source of organizational memory and provided valuable guidance at critical junctures.

June 2012

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Bala Iyer
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