

Preface

Welcome to the proceedings of the 7th International Conference on Software Business (ICSOB)!

The ICSOB conference is intended for researchers and practitioners who are involved in software business in different ways, including large organizations and start-ups with a focus on different types of software products and services. This year, we selected as the conference theme “Software as a New Way of Providing Cutting-Edge Solutions” to focus on the innovative solutions that we see around us and that are attempting to engage in our life. 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.

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

Cross-functional use of software is a challenge for industry and academia, studying not only the use of software but also software business, software production, and other surrounding themes. This year the conference attracted practitioners and researchers who are concerned with software business in different ways as well as its introduction to new areas of research and practice.

For this 7th International Conference on Software Business, we received 38 research paper submissions from all over the world. The papers went through a thorough review process by at least two, typically three, knowledgeable reviewers for each paper. The Program Committee deliberated over all the reviews and accepted 10 full and five short submissions, yielding an acceptance rate of less than 40 %. The accepted papers follow various methodologies and represent the diversity in our research community. The papers span a wide range of issues related to contemporary software business – from strategic aspects to operational challenges. The strong presence of software ecosystem papers confirms the importance of this topic and its influence on software business.

This year the 7th International Conference on Software Business was co-located with the 28th International Conference on Advanced Information System Engineering (CAiSE). We extend our heartfelt thanks to everyone from the CAiSE Organizing Committee and Marko Bajec, the general chair.

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