

Preface

The 17th International Conference on Informatics and Semiotics in Organisations (ICISO 2016) is an IFIP WG 8.1 Working Conference and part of a series of international events devoted to the latest research and practice in informatics and organizational semiotics. As a pioneer event in the discussion of organizations and technologies from an integrated perspective, this edition of ICISO was especially concerned with the social context in which they exist. This focus is especially important at a time where social responsibility is no longer a differential but a mandatory characteristic of organizations, of their products and processes, as well as of their staff.

Organizational semiotics (OS) is a discipline that studies the nature, characteristics, function, and effect of information and communication in organizational contexts, supporting the understanding and articulation of relevant technical, formal, and social issues. The contribution of this discipline to the understanding, analysis, modelling, design, and implementation of organizational and technical information systems has attracted the attention of researchers and practitioners from many subject areas. The ICISO conferences have become the key focal point for participants from multidisciplinary backgrounds to exchange the development and the state of the art of their theoretical and practical work (see www.orgsem.org for earlier conferences since 1995).

In 2006, the ICISO conference was held for the first time in Brazil, discussing the interface between society, technology, and organizations. Ten years later, for the second time in Brazil, the conference promoted the debate on “Socially Aware Organizations and Technologies: Impact and Challenges,” bringing renowned researchers and professionals from different parts of the world, fostering partnerships, and joining different interested parties in the community. Organizational semiotics, as a study of sign, information, and human communication in organized contexts, will provide a holistic and comprehensive approach with which to examine the issues of the theme from scholarly and practical views. A semiotic perspective can accommodate the individual and the social, the human and the technical demands, at a level of detail that is required for studying, modelling, designing, and engineering organizational and technical systems. Research and practice in the increasingly complex contexts of a society mediated by information and communication technology urge us to rethink and revisit our theories, methods, and techniques, dealing with the challenges of the present and anticipating the questions of the near future.

We received 39 paper submissions from 15 countries, which demonstrates the global dimension of this conference. From these, 16 (41 %) were accepted for presentation as full papers. Moreover, nine manuscripts were accepted as short papers and six as posters. These numbers show the intention of preserving a high level of quality for future editions of this conference, at the same time welcoming new participants with work in progress in the field. The papers are organized into five topics: digital business ecosystems; knowledge management and engineering; organizational semiotics theory and research; semiotics of interactions and socially aware user interface design; trends challenges and

new issues in education, health, and eScience systems. Besides the presentation of scientific papers that show the trends and state of the art on the conference's topics, the event hosted a panel to discuss the future of organizations and technology, and a hands-on workshop in which participants were introduced to and put into practice a socially aware view on the understanding and design of contemporary systems.

The high quality of the papers demanded especial effort from the Program Committee, whose members are highly qualified researchers in the conference topic areas, performing two rounds of paper review. Moreover, ICISO also featured a number of keynote lectures delivered by internationally recognized experts, namely: Prof. Maria Lucia Santaella Braga, from São Paulo Catholic University, director of the Center of Research in Digital Media, one of the honorary presidents of the Latin-American Federation of Semiotics; and Prof. Jeffrey Bardzell, from HCI/Design and new media at the School of Informatics in the Indiana University, USA. We are also very pleased to have a special contribution from Prof. Ronald Stamper and the participation of Prof. Clarisse S. de Souza from PUC-Rio in the conference panel. These special contributions were significant highlights of the conference.

Building an interesting and successful program for the conference required the dedicated effort of many people. We would like to express our thanks to all authors including those whose papers were not included in the program. We would also like to express our gratitude to all the members of the Program Committee and additional reviewers, who helped us with their expertise and valuable time. Furthermore, we thank the invited speakers for their invaluable contribution and for taking the time to prepare their talks. Moreover, we thank the other ICISO 2016 chairs, Roberto Pereira, Heiko H Hornung, and Weizi Li, whose contribution to the conference organization was essential, as well as the valuable work of the student volunteers.

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