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Nota di contenuto	The Benefits and Consequences of Workarounds in Software Development Projects -- The Relationship between Business Model Experimentation and Technical Debt -- Network Analysis of Platform Ecosystems: The Case of Internet of Things Ecosystem -- Exploring Network Modelling and Strategy in the Dutch Software Business Ecosystem -- Towards a Typification of Software Ecosystems -- A Survey on the Perception of Innovation in a Large Product-Focused Software Organization -- Ecosystems and Open Innovation for Embedded Systems: A Systematic Mapping Study -- Assessing the

Value Blueprint to Support the Design of a Business Ecosystem -- Effects of Technological Change on Acquisition Behavior: An Empirical Analysis of Electronic Design Automation -- Hitting the Target: Practices for Moving Toward Innovation Experiment Systems -- Communication in Firm-Internal Global Software Development with China -- Customer Feedback and Data Collection Techniques in Software R&D: A Literature Review -- Towards Continuous Customer Validation: A Conceptual Model for Combining Qualitative Customer Feedback with Quantitative Customer Observation -- Business Model Patterns for the Connected Car and the Example of Data Orchestrator -- Business Models for Platform-Based Digital Services: Stakeholder Expectations -- Development of a Method for the Economic Evaluation of Predictive Maintenance -- Towards Standardization of Custom Projects via Project Profile Matching -- To Develop or to Reuse? Two Perspectives on External Reuse in Software Projects -- Internationalization and Export of Software Products -- Acquisition of Software Firms: A Survival Analysis -- Lean Software Startup – An Experience Report from an Entrepreneurial Software Business Course -- Software Engineering Knowledge Areas in Startup Companies: A Mapping Study -- Value Creation in SaaS Development -- Wealthy, Healthy and/or Happy — What does 'Ecosystem Health' Stand for?.

Sommario/riassunto

This book contains the refereed proceedings of the 6th International Conference on Software Business, ICSOB 2015, held in Braga, Portugal, in June 2015. The theme of the event was "Enterprising Cities" focusing on a noticeable spillover of software within other industries enabling new business models: Companies bundle their physical products and software services into solutions and start to sell independent software products in addition to physical products. The 16 full, five short, and three doctoral symposium papers accepted for ICSOB were selected from 42 submissions. The papers span a wide range of issues related to contemporary software business—from strategic aspects that include external reuse, ecosystem participation, and acquisitions to operational challenges associated with running software business.
