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Nota di contenuto	Individual people as champions in building an emerging software ecosystem -- Modeling Support for Strategic API Planning and Analysis -- Software Ecosystem Health of Cryptocurrencies -- Benchmarking Privacy Policies in the Mobile Application Ecosystem -- Artifact Compatibility for Enabling Collaboration in the Artificial Intelligence Ecosystem -- Continuous Software Portfolio Performance Management -- Generating Win-Win Strategies for Software Businesses under Coopetition: A Strategic Modeling Approach -- Exploring Business

Model Changes in Software-as-a-Service Firms -- Determinants for the success of software startups: Insights from a regional cluster -- Opportunity Exploitation in Software Startups. A Human Capital View -- Changing and pivoting the business model in software startups -- From MVPs to pivots: a hypothesis-driven journey of two software startups.

Sommario/riassunto

This book constitutes the refereed proceedings of the 9th International Conference on Software Business, ICSOB 2018, held in Tallinn, Estonia, in June 2018. This year the conference theme was "How Digitalization Impacts Software Business" and focused on digitalization and its impact on the speed of business models and business modeling and the realization of these business models. The 11 full papers and 1 short paper presented in this volume were carefully reviewed and selected from 34 submissions. They were organized in topical sections named: software ecosystems; software product management and business models; and software start-ups.