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Nota di contenuto	From Eciency to Eectiveness: Delivering Business Value Through Software -- The Rise of Software Startup Research: An Insider's View -- There's no Business like Software Business: Trends in Software Intensive Business Research -- A SECO meta-model - A Common Vocabulary of the SECO Research Domain -- Towards an Understanding of iloT Ecosystem Evolution - MindSphere Case Study -- Identifying Architecture Attributes in the Context of Software Ecosystems Based on a Mapping Study -- Activities and Challenges in the Planning Phase of a

Software Ecosystem -- API Management Challenges in Ecosystems -- The Product Roadmap Maturity Model DEEP: Validation of a Method for Assessing the Product Roadmap Capabilities of Organizations -- Towards a SaaS Pricing Cookbook: A Multi-vocal Literature Review -- Managing Commercial Conflicts of Interest in Open Source Foundations -- Dynamic Data Management for Machine Learning in Embedded Systems: A Case Study -- Fostering Continuous Innovation with Engaging IT-Assisted Transparent Information Sharing: A Case Study -- Change Management Practices for Continuous Delivery - A Systematic Literature Mapping -- Leveraging Business Transformation with Machine Learning Experiments -- Intertwined Development of Business Model and Product Functions for Mobile Applications: A Twin Peak Feature Modeling Approach -- The Role of Customer in an Agile Project: A multi-case Study -- Cloud-Based Solution for Construction Documentation and Quality Management – Examination of the Value-in-Use -- Initial Coin Offering (ICO) as a Fundraising Strategy: A Multiple Case Study on Success Factors -- Enabling Circular Economy with Software: A Multi-level Approach to Benefits, Requirements and Barriers -- Implementing AI Ethics in Practice: An Empirical Evaluation of the RESOLVEDD-Strategy -- Towards a Better Society - A Analysis of the Value Basis of the European eGovernment andData Economy -- Educational Innovations and Gamification for Fostering Training and Testing in Software Implementation Projects -- Improving a Startup Learning Framework Through an Expert Panel -- A Board Game to Teach Team Composition in Software Startups -- Does Self-efficacy Matter? On the Correlation of Self-efficacy and Creativity in IT Education -- Hard Competencies Satisfaction Levels for Software Engineers: A Unified framework -- How Software Startup Teams Reflect: Approaches, Triggers and Challenges -- Amidst Uncertainty -- or Not? Decision-Making in Early-Stage Software Startups -- Customer Churn Prediction in B2B Contexts -- Online Multiplayer Games for Crowdsourcing the Development of Digital Assets - The Case of Ingress -- Organizational Innovativeness Relies on Business and IT Alignment -- MVP Development Process for Software Startups -- Technical Debt Trade-off - Experiences from Software Startups Becoming Grownups -- ADynamic Software Startup Competency Model -- Objectives and Challenges in Finnish Software Companies 2018 - Interview of 99 Finnish Software Development Firms -- The Impact of IT Bootcamp on Student Learning - Experience from ICT Enabled Experiential-Based Course -- Implementing Articial Intelligence Ethics: A Tutorial.

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#### Sommario/riassunto

This book constitutes the refereed proceedings of the 10th International Conference on Software Business, ICSOB 2019, held in Jyväskylä, Finland, in November 2019. On the occasion of its tenth anniversary the conference theme this year was "The First Decade and Beyond" and focused on the development during the past decade, addressing the future of software-intensive business as well as studies on new and emerging ideas. The 18 full papers and 10 short papers presented together with 3 invited talks, 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions. They are organized in the following topical sections: software ecosystems; management of software products; continual improvement and product development; impacts of digitalization; software business education; software startups and digital business.

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