

# Preface

*Welcome to the proceedings of the 6th International Conference on Software Business!*

Universidade do Minho (UMinho) hosted the 6th International Conference on Software Business (ICSOB 2015) held during June 10–12, 2015, in Braga, Portugal. Founded in 1973, UMinho is currently among the most prestigious institutions of higher education in Portugal, and it has also gradually come to assert itself on the international scene. The recent Times Higher Education Ranking 2013 included only two Portuguese universities, listing UMinho as one of the top 400 universities in the world. The Times Higher Education 100 under 50 years University Ranking 2015 ranked UMinho in 64th position worldwide. UMinho is also the best Portuguese university in the CWTS Leiden Ranking 2014.

Minho is a former province of Portugal with its capital in the city of Braga and 23 municipalities. The area included the districts of Braga and Viana do Castelo. Minho has substantial Celtic influences and shares many cultural traits with the neighboring Galicia in Spain. The region was a part of the Roman Province and early medieval Kingdom of Gallaecia. Historical remains of Celtic Minho include Briteiros Iron Age Hillfort, the largest Gallaecian native stronghold in the Entre Douro e Minho region, in north Portugal.

Braga is considered the oldest Christian archdiocese in the country and one of the oldest in the world. Under the Roman Empire, known as Bracara Augusta, the settlement was the center of the province of Gallaecia. Guimarães, located in the district of Braga, is one of the country's most important historical cities and is often referred to as the “birthplace of the Portuguese nationality” or “the cradle city.” Its historical center is a UNESCO World Heritage Site, making it one of the largest tourist centers in the region.

ICSOB was first launched in 2010 to address contemporary issues emerging in the intersection of software and business domains and to bring together researchers interested in the software industry, with a specific focus on the business of software. Since then, ICSOB has been established as a series of annual conferences. Previous conferences were held in Boston (USA), Brussels (Belgium), Jyväskylä (Finland), Paphos (Cyprus), and Potsdam (Germany).

This year, we selected as the conference theme “Enterprising Cities” to focus on a noticeable spillover of software within other industries (e.g., manufacturing, entertainment industry) enabling new business models: Companies bundle their physical products and software services into solutions (e.g., using subscription models or in-app purchases) and start to sell independent software products in addition to physical products.

Software business carries many inherent features with other international knowledge-intensive businesses making it a challenging domain for research. 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. This year, the conference attracted researchers and practitioners who are concerned with software business in different ways

as well as the start-up community, which is increasingly focusing on mobile and social software. The main theme of 2015 focused on addressing the challenges that modern cities face regarding the innovative software products and services.

This year's two exciting keynotes spanned both the reach and the new developments in the software business economy:

- “One Size Does NOT Fit All – Software Product Management for Speedboats vs. Cruise Ships,” by Hans-Bernd Kittlaus, InnoTivum Consulting, Germany
- “Trends and Lookout of the Automotive Software Industries,” by Christoph Gaertner, Bosch Car Multimedia Portugal

The conference received 42 submissions. Each submission was reviewed by at least two, typically three, Program Committee members. The committee decided to accept 16 full, five short, and three doctoral symposium papers. For full papers, this gives an acceptance rate of 38%. The accepted papers follow various methodologies, and represent the diversity in research in our community.

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, e.g., the effects of workaround, communication in global software development, or business modeling and experimentation. The strong presence of software ecosystem papers confirms its importance and influence on software business. At the same time, we observed interesting emerging topics, e.g., open innovation as a form of leveraging external innovation sources, continuous customer validation, and the usage of customer feedback data. Finally, (Lean) start-up and innovation also appeared among the topics for this year's program. We arranged the program into eight sessions that together provided a good insight into current software business research. The industry papers are included at the end of the proceedings.

We acknowledge the following institutions for the support, sponsoring, and cooperation they kindly established with ICSOB 2015: Universidade do Minho, Blekinge Institute of Technology, InvestBraga, Startup Braga, ISPMA, and Young Minho Enterprise. Last, but not the least, we also want to show appreciation for the work of those who created and maintain the EasyChair conference system. It has definitely eased our work.

We would like to extend our warm thank you to the members of the Program Committee, who did a fantastic job in reviewing the papers, ensuring the quality of the conference, as well to the local organization team, whose engagement was essential in making this event a special experience. Furthermore, we extend our heartfelt thanks to Anna-Lena Lamprecht from the University of Potsdam and Tobias Tauterat from the University of Stuttgart for managing the ICSOB 2015 Doctoral Consortium.

We sincerely trust that your participation in the ICSOB 2015 conference was a rewarding experience.

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