Call for papers

6th IWSPM 2012
International Workshop on Software Product Management

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Important Dates

Papers due: January 23, 2012
Notification of acceptance: February 25, 2012
Camera-ready papers due: March 3, 2012
Preliminary program: March 10, 2012
IWSPM Workshop: March 19, 2012

About IWSPM 2012

The success of any software intensive product depends on skilled and competent product management. In essence, a product manager decides what functionality and quality a product should offer, to which customers, while minimizing the time-to-market and assuring a winning business case. Software product management is not only relevant for pure software companies and companies that develop software intensive systems, but also for companies that provide services to customers using long-lived software infrastructures.

Objectives

• Develop the software product management body of knowledge; identify challenges and future avenues for research relevant for both academia and industry.
• Strengthen software product management as a research field within the greater field of software engineering and business management.
• Provide software product managers and researchers a dedicated forum for exchanging ideas and best practices fostering industry-academia collaboration.

Topics of Interest

Topics of interest include, but are not limited to: *** Product management** for software, software-intensive systems, information technology, software as a service, and cloud computing *** Product portfolios and life-cycles:** managing software product innovation based on open source components while providing balanced contribution vs. differentiation strategies *** Product management in growing size and complexity**, ensuring the intended software product qualities with balance between control and innovation *** Product management for rapidly changing software products**, methods for managing the quantity and paste of changes in the most demanding software markets *** Product planning:** product visioning, strategy, roadmapping, and release definition *** Collaboration in software ecosystems and supply networks:** subcontracting, partnering, tendering, negotiation, coordination, and control *** Business aspects:** business case development, business planning, and marketing *** Product management environments:** SME's, large-scale organizations, cross-company ecosystems, and global settings *** Product management performance:** measurement, development, and improvement of product management processes, practices, skills, and competence *** Tools for product management:** innovative SPM tooling, tool evaluation, tools in industry

Paper preparation, submission and evaluation

We invite original submissions of high quality papers in 2 categories.
* **Research papers -** technical solutions and empirical studies. Research papers explain the addressed problem, its relevance to the workshop topics, and the research approach. Solution papers are additionally expected to include preliminary validation.
* **Industry practice papers -** experience reports and problem statements. Industry papers provide sufficient context for understanding the reported challenges. Experience reports additionally describe the insights gained and the general lessons learned for software product management.

In both categories it is possible to submit:
* **Full papers** (up to 15 pages) or * **Short/position/vision papers** (up to 6 pages)

Prospective authors are invited to submit high quality papers written in English via the EasyChair submission system: http://www.easychair.org/conferences/?conf=iwspm2012
Submissions must be formatted according to the Springer LNCS format. Instructions are available at http://www.springer.com/computer/lncs?SGWID=0-164-6-793341-0

All submitted papers will be peer-reviewed by at least three members of the program committee and selected based on workshop relevance, academic rigor (only research papers), innovation, industrial applicability, and quality of writing. Accepted papers will appear in the workshop program and proceedings. At least one author is required to register and participate during the workshop.

Workshop proceedings and best paper award

Proceedings of accepted papers will appear in electronic format, in an ICB Research Report with an ISSN Number. There will be a best paper award in terms of an opportunity for publication of an extended version as a journal publication in Requirements Engineering Journal: http://www.springer.com/computer/swe/journal/766