

IWSPM 2009 – <http://2009.iwspm.org/>
Atlanta, GA, USA – September 1, 2009

held in conjunction with the
IEEE International Requirements Engineering
Conference RE'09 – <http://www.re09.org/>

Organizing Committee

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Important Dates

Papers due:	June 26, 2009
Notification of acceptance:	July 16, 2009(new)
Camera-ready papers due:	July 31, 2009
Preliminary program:	August 3, 2009
IWSPM Workshop:	Sept 1, 2009

About IWSPM 2009

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, and when in time, while 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.

After the success of the first two workshops collocated with the recent RE conferences this workshop aims at bringing practitioners and research experts together for exchanging ideas and experience and for setting the research agenda based on industry needs.

Objectives

- * Build upon the body of knowledge in software product management and identify challenges and future avenues for research relevant for both academia and industry.
- * Establish software product management as a research field within the greater field of software engineering and management.
- * Provide to software product managers and researchers a dedicated forum for exchanging ideas and best practices and thus foster industry-academia collaboration.

Topics of Interest

Topics of interest include, but are certainly not limited to: * Product management practices in the software, software intensive systems, and IT domains * Requirements engineering in relation to product management * Large-scale requirements handling and requirements triage * Product strategy definition and marketing * Release definition and roadmapping * Product management processes * Product families and product line management * Portfolio management and product life-cycle management * Innovation Management for Software Products * Subcontracting, partnering and incorporation of open-source components * Software supply networks and Software ecosystems * Service as a software product * Measuring and improving the performance of the product manager * Product management skill and competence building * Alignment of product development with company and market needs * Business case development * Negotiation, coordination, and control * Product management at SME's * Tools for product management.

Paper preparation, submission and evaluation

We invite original submissions of high quality papers in 2 categories.

* **Research papers** – technical solutions, empirical studies and survey papers. Research papers are expected to explain how the problem being addressed is relevant to the workshop topics, describe the research approach, and solution papers are further to include preliminary validation.

* **Industry practice papers** – industry and domain-specific reports. Industry papers are expected to provide sufficient context for understanding the challenges and insights, and to make the more general lessons for software product management clear to others.

In both categories it is possible to submit:

* **Full papers** (up to 10 pages) or * **Short/position/vision papers** (up to 4 pages).

Prospective authors are invited to submit high quality papers written in English via the EasyChair submission system: <http://www.easychair.org/conferences/?conf=iwspm09>

Submissions must be formatted according to the IEEE CS proceedings format. Instructions and templates: http://www.computer.org/portal/pages/cscps/cps/cps_forms.html

All submitted papers will be peer-reviewed by at least three members of the program committee. 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 journal publication

Proceedings of accepted papers will appear in electronic format, in the IEEE CS Digital Library.

There will be a best paper award in terms of an opportunity for publication of an extended version in Information and Software Technology (IST) published by Elsevier.