Table of Contents

Full Papers

Software Product Management

Pricing of Software as a Service – An Empirical Study in View of the	_
Economics of Information Theory	1
Comparison of Software Product Management Practices in SMEs and Large Enterprises	15
Building Products as Innovation Experiment Systems	27
Transforming to Product Software: The Evolution of Software Product Management Processes during the Stages of Productization	40
Organizational Transformation	
Consumer Value-Aware Enterprise Architecture	55
Using Knowledge from End-Users Online for Innovations: Effects of Software Firm Types	70
Comparison of Visual Business Modeling Techniques for Software Companies	79
IP Modularity in Software Ecosystems: How SugarCRM's IP and Business Model Shape Its Product Architecture	94



Industry Transformation 1

Evidence from the German Software Industry	107
The Emergence of an International New Software Venture from an Emerging Economy	114
Topics in Software Industry Transformation Research: A Topic Analysis of Major IS Conferences	128
Software Platforms and Ecosystems	
Platform Substitution and Cannibalization: The Case of Portable Navigation Devices	141
Cooperative Advertising in Video Game Software Marketing: A Game Theoretic Analysis of Game Software Publisher – Platform Manufacturer Dynamics	154
A Framework for Software Ecosystem Governance	168
Emerging Trends	
Current Software-as-a-Service Business Models: Evidence from Finland	181
Advantages of Public Cloud Infrastructure in Different Technology Adoption Lifecycle Stages	195
Revenue Models of Application Developers in Android Market Ecosystem	209

Table of Contents	XI
Industry Transformation 2	
The Effects of Software and Service Orientations on Sales Productivity in Canadian Software Companies from 1993 to 2011	223
Value Creation and Firm Integration: First Empirical Insights for the	095
Software Industry	235
Short Papers	
Software Product Management	
Introducing Software Ecosystems for Mass-Produced Embedded Systems	248
Controlling Lost Opportunity Costs in Agile Development – The Basic Lost Opportunity Estimation Model for Requirements Scoping Krzysztof Wnuk, David Callele, Even-Andre Karlsson, and Björn Regnell	255
Organizational Transformation	
Costs of Using Hybrid Cloud Infrastructure: Towards a General Framework	261
Strategic Success Factors in Customization of Business Software	267

285

Organizational Transformation

Framework	261
Strategic Success Factors in Customization of Business Software	267
What Information on Business Parameters Is Required by Embedded Software Developers to Do an Effective Job?	273

Industry Transformation

Existing System Solutions Redeployment in Remote Developing	
Country: Lessons Learnt from a Multi-national IT Consulting Firm	279
$Yi \ Wang$	

The Evolving Structure and Function of Commercial Open Source
Software Ecosystems
Donald Wynn Jr.

XII Table of Contents

Differentiation in Freemium: Where Does the Line Lie?	291
Definition of Open Data Services in Software Business Yulia Tammisto and Juho Lindman	297
Emerging Trends	
Benefits of Software Renting in Cloud Business	304
Author Index	311