

Table of Contents

Software Business Models and Business Process Modeling

The Impact of Software Business Model Characteristics on Firm Performance.....	1
<i>Markus Schief, Anton Pussep, and Peter Buxmann</i>	
Second-Order Servification	13
<i>Johannes Neubauer and Bernhard Steffen</i>	
Sustainable Business Models for Services Using Semantic Web Components: Insights from the Field	26
<i>Mary Tate and Elfi Furtmueller</i>	

IT Markets and Software Industry

Measuring Sales Cannibalization in Information Technology Markets: Conceptual Foundations and Research Issues	31
<i>Francesco Novelli</i>	
Determinants and Dynamics of Technology-Related Acquisitions: The Case of Software-Based Industries	43
<i>Marcus Wagner</i>	

IT within Organizations

Engineering Open Innovation – Towards a Framework for Fostering Open Innovation	48
<i>Krzysztof Wnuk and Per Runeson</i>	
Improving Businesses Success by Managing Interactions among Agile Teams in Large Organizations	60
<i>Antonio Martini, Lars Pareto, and Jan Bosch</i>	
Current Trends in Employee Recruitment Using the Internet	73
<i>Elfi Furtmueller</i>	

Software Product Management

Post-deployment Data Collection in Software-Intensive Embedded Products.....	79
<i>Helena Holmström Olsson and Jan Bosch</i>	

A Model of Commercial Open Source Software Product Features	90
<i>Florian Weikert and Dirk Riehle</i>	
A Framework for Strategic Positioning of IT-Products	102
<i>Wolfram Pietsch</i>	
Cloud Computing	
Cloud Services Pricing Models	117
<i>Gabriella Laatikainen, Arto Ojala, and Oleksiy Mazhelis</i>	
The Impact of Software-as-a-Service on Software Ecosystems	130
<i>Sebastian Walter Schütz, Thomas Kude, and Karl Michael Popp</i>	
Towards a Conceptual Framework for Assessing the Benefits of Cloud Computing	141
<i>Nattakarn Phaphoom, Xiaofeng Wang, and Pekka Abrahamsson</i>	
Entrepreneurship and Startup Companies	
The Importance of the Business Idea for New Venture Creation in the Software Industry	153
<i>Natalie Kaltenecker, Christian Hoerndlein, and Thomas Hess</i>	
Exploring How Feature Usage Relates to Customer Perceived Value: A Case Study in a Startup Company	166
<i>Sarunas Marciuska, Cigdem Gencel, and Pekka Abrahamsson</i>	
Business Incubation Practices and Software Start-up Success in Turkey	178
<i>Gozem Guceri-Ucar and Stefan Koch</i>	
Software Platforms and Software Ecosystems	
Ecosystem Health of Cloud PaaS Providers	183
<i>Garm Lucassen, Kevin van Rooij, and Slinger Jansen</i>	
Defining App Stores: The Role of Curated Marketplaces in Software Ecosystems	195
<i>Slinger Jansen and Ewoud Bloemendal</i>	
Towards Platform-Based Enterprise Systems – Conceptualization and Research Directions	207
<i>Carl Simon Heckmann and Alexander Maedche</i>	
Software Ecosystem Roles Classification	212
<i>Eko Handoyo, Slinger Jansen, and Sjaak Brinkkemper</i>	

Formal Description for SaaS Undo	217
<i>Hernán Merlino, Oscar Dieste, Patricia Pesado, and Ramón García-Martínez</i>	

Doctoral Symposium

Virtual Character Based Interactive Interfaces for Deaf and Functionally Illiterate Users	223
<i>Nadeem Ahmad</i>	
Simplicity in Application Development for Business Model Design	225
<i>Steve Boßelmann</i>	
Software Ecosystem Modeling	227
<i>Eko Handoyo</i>	
Impact of Enterprise System Modularity on Process Performance	229
<i>Carl Simon Heckmann</i>	
Managing Speed in Companies Developing Large-Scale Embedded Systems	231
<i>Antonio Martini</i>	
Global Manufacturing Networks as Software-Intensive Service Providers Motivation, Relevance, Research Objective	233
<i>Tobias Tauterat</i>	
Author Index	235