

Message from the Chairs

Welcome to the 8th International Workshop on Software Product Management (IWSPM2014) co-located with Requirements Engineering (RE) conference in Karlskrona, Sweden on the date of August 26, 2014. Software product management (SPM) is an important discipline that unites both technical and business perspectives to creating software products. The success of a product depends on skilled and competent product management. In essence, a product manager makes strategic and tactical decisions on what functionality and quality a product should offer, to which customers, and at what time. One paragraph explaining the review process, how many reviewers per paper, how were submissions of PC members treated, and statistics (numbers of submissions and accepted papers).

IWSPM'14 aims at contributing to the body of knowledge for software product management in order to support the evolution of software product management as a scientific discipline and as a practical approach to management of software products. Our main goals are:

- Evolve the SPM Body of Knowledge (SPMBoK).
- Identify challenges for needs-driven research.
- Strengthen SPM as a field within software engineering and business management.
- Provide software product managers and researchers a dedicated forum for exchanging ideas and best practices fostering industry-academia collaboration.
- Establish opportunities for industry to find solutions to their product management challenges.
- Balance business focus of product management with professional research needs and methods.

The IWSPM workshop is an interactive event that unites researchers and industry professionals in the field of software product management. It has two industry talks from respected product management professionals and four scientifically grounded empirical articles from researchers. An expert panel will share ideas and experiences about software product management state-of-the-practice and state-of-the-research.

The workshop program starts with a keynote presentation by Hans-Bernd Kittlaus, of InnoTivum consulting. In his talk “From bespoke service to product business: what does the transition mean for an SPM?” he highlights the challenges of the business transformation from service-oriented to product-oriented. Another industry experience report given by Daniel Lucas-Hirtz of Phonak AG presents a real-life problem of extracting one page release planning view based on his experience at Phonak AG. The research track consists of four presentations followed by discussion with authors and workshop participants. In this part, participants learn best practices and ask questions to understand how the presented cases fit to their own business experience. They cover a model-based approach to innovation management of automotive control systems, a template method for software evaluation, alignment of software product management and software architecture, and the facets of stakeholder inertia.

The 8th International Workshop on Software Product Management (IWSPM 2014) would not be possible without the help and support of a wide range of contributors. We thank the authors, participants, and other contributors to the workshop! Only this highly interactive collaboration of industry and universities makes sure that SPM will evolve fast – while staying business-minded.

Andrey Maglyas and Christof Ebert
IWSPM 2014 General Chairs

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