

Prof. Alexander Serebrenik
November 4, 2022

INAUGURAL LECTURE
**Social Software
Engineering**

TU/e

EINDHOVEN
UNIVERSITY OF
TECHNOLOGY

DEPARTMENT OF MATHEMATICS AND COMPUTER SCIENCE

INVITATION

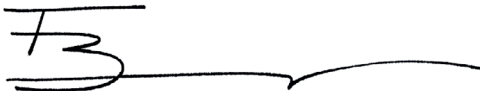
Prof. Alexander Serebrenik was appointed as full professor of Social Software Engineering in the Department of Mathematics and Computer Science at Eindhoven University of Technology (TU/e) on July 1, 2020. He will deliver his inaugural lecture on November 4, 2022.

The Executive Board of Eindhoven University of Technology cordially invites you to attend the inaugural lecture of Prof. Alexander Serebrenik on **Friday, November 4, 2022, at 4.00 PM**. The public lecture will be delivered in the Blauwe Zaal of the Auditorium. You do not need to register. In case you cannot be present, the inaugural lecture will also be streamed live [here](#) or can be watched afterwards.

The title of the lecture is
'Social Software Engineering'

After the lecture, drinks will be served in the Senaatszaal.

All full professors are invited to join the cortège. If you want to join the cortège, please register in advance with the P&P office which organizes all academic ceremonies, telephone +31 (0)40 247 33 02, e-mail: penp@tue.nl.



Prof.dr.ir. F.P.T. Baaijens
Rector Magnificus

After November 4, 2022, the text of the inaugural lecture will be available online at www.tue.nl/lectures.

Alexander Serebrenik (1975) received his bachelor's (1995) and master's degrees (1999) from the Hebrew University, Jerusalem, Israel, followed by a PhD (2003) from the Katholieke Universiteit Leuven, Belgium (2003). After a postdoctoral stay at École Polytechnique, France, he joined Eindhoven University of Technology as an assistant (2004) and associate professor (2013). His research goal is to facilitate the evolution of software by taking into account the social aspects of software development. His work tends to involve theories and methods both from within computer science (e.g., the theory of socio-technical coordination; methods from natural language processing and machine learning) and from outside of computer science (e.g., organizational psychology). The underlying idea of his work is empiricism, i.e., that solutions to software engineering challenges should be grounded in observation and experimentation and require a combination of social and technical perspectives. Alexander has co-authored a book, 'Evolving Software Systems' (Springer Verlag, 2014), and more than 200 scientific papers and articles. He is actively involved in the organization of scientific conferences and is a member of the editorial board of several journals. He has won multiple best paper and distinguished reviewer awards.

About the lecture

Software is being developed for people and by people. As software influences society and is influenced by it, we need to create better software to create a better society. To create better software, we need to make software development more inclusive. Inclusion refers to an individual's perception that their unique contribution to the organization or project is appreciated and that their full participation is encouraged. It builds on an understanding that software development is experienced differently by individuals from minoritized groups as opposed to those from the dominant group, as well as on a recognition of the opportunities and challenges of collaboration in diverse teams. During his lecture, Alexander Serebrenik will share the results of his research on diversity and inclusion in software engineering and his vision on the future of social software engineering.

Visiting address Auditorium, Building 1, Groene Loper, Eindhoven

Navigation address De Zaal, Eindhoven, www.tue.nl/map