CONFERENCE PROGRAM

DATE:
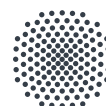
November 24-26, 2025

ICSOB 2025

VENUE:

Haus der Wirtschaft
Stuttgart

In an era where software permeates all aspects of society, software businesses play a critical role in driving economic progress and shaping individual and collective well-being. This transformation presents new challenges for both incumbent organizations, which are increasingly evolving into software-driven enterprises, and for established and emerging software ventures.

ICSOB brings together researchers from information systems, innovation management, and software engineering, alongside industry practitioners, to explore the evolving role of software businesses in digital societies.

The 16th International Conference on Software Business (ICSOB)

Organizor

University of Stuttgart
Germany

CONFERENCES SCHEDULE

CONFERENCE DAY 1

09:00 - 09:30   **Walk-In & Registration**

09:30 - 10:30   **Workshop Kick-off & Keynote (Room Karlsruhe)**

3rd International Workshop on Advances in Software Intensive Startups
Workshop Start
Keynote: From Paralysis to Gründerzeit 2.0

10:30 - 11:00   **Coffee Break (Foyer Heinrich-Meidinger-Saal)**

11:00 - 12:00   **Late Morning Sessions**

BOOK Chapter Presentations (Room Karlsruhe)
 - Do Agile Practices Inhibit Innovation?
 - Designing a SaaS Pricing Strategy Canvas: Guiding Startups Towards Structured Decision-Making
 - From Classrooms to Social Commerce: How 5G Is Turning Educators into Software Entrepreneurs

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12:00 - 13:00   **Lunch (Foyer Heinrich-Meidinger-Saal)**

13:00 - 14:30   **Early Afternoon Sessions**

PhD Retreat - Presentations (Room Baden-Baden)	Workshop 1: Startups (Room Karlsruhe)	Workshop 2: AI-Enabled Data Trustees (Room Mannheim)
3 PhD students' ((up to 15min for presentation + 15min for questions from the mentors)	Interactive Session: Updating roadmap	Workshop 2: Focus Group

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14:30 - 15:00   **Coffee Break (Foyer Heinrich-Meidinger-Saal)**

15:00 - 17:00   **Late Afternoon Session (Room Baden-Baden)**

 - Mentor teams meet each PhD student (30 min each)
 - Panel of all mentors with Jan as facilitator (starts 16:30)

Workshop 2: AI-Enabled Data Trustees (Room Mannheim)
Workshop 2: AI-Service demonstration

Time for hotel check-in and transfer to Restaurant Empore, Markthalle Stuttgart (Dorotheenstraße 4, 70173 Stuttgart) (self-organized) ahead of reception

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18:00 - 20.30   **Welcome Reception: Restaurant Empore, Markthalle Stuttgart**

CONFERENCES SCHEDULE

08:30 - 09:00	**Walk-In & Registration (Foyer Heinrich-Meidinger-Saal)**
09:00 - 09:15	**Opening & Introduction (Room Karlsruhe)**
09:15 - 10:00	**Keynote 1: Daniel Trabucchi** **"Future-Proof Your Business: Embracing Platform Thinking for Sustainable Growth"** **(Room Karlsruhe)**
10:00 - 10:15	**Coffee Break (Foyer Heinrich-Meidinger-Saal)**
10:15 - 11:45	**Parallel Sessions**

Track 1 (Room Karlsruhe)
Session "Data Economy: Data Practices, Spaces, and Architectures"

105: The Beauty and the Beast: Patterns and Anti-Patterns in use of Data
132: What Characterizes Data Spaces in Industry 4.0? Towards a Better Understanding
185: What Are Digital Identities in Practice? Initial Insight from Finnish B2B Software Companies
144: Engineering Data Architectures for AI/ML Integration in Regulated Manufacturing

Track 2 (Room Mannheim)
Session "Security, Trust, and Ethical Practices in Software Business"

129: Trust in Practice: Evaluating Third-Party Software in Large Organisational Procurement
146: Simulating ERP Cyber Incidents: A Serious Game for Awareness and Incident Management
165: The Ethical Requirements Stack: Operationalizing Adaptive Ethical Requirements with Human-AI Collaboration and GPT-based LLMs

11:45 - 12:45	**Lunch (Foyer Heinrich-Meidinger-Saal)**
12:45 - 14:00	**Parallel Sessions**

Track 1 (Room Karlsruhe)
Session "AI Adoption and Governance in Software Organizations"

161: Cost of Not Investing (CONI) in Intelligent Processes Automation
174: Understanding Organizational Decision to Adopt AI Technologies: A Qualitative Study
148: Investigating Generative AI's Impact on Software Organizations' Security Practices: A Multi-Case Study Using Gioia Methodology

Track 2 (Room Mannheim)
Session "Sustainable and Responsible Software and Reporting"

154: Recommended Features for Digital Reporting Systems to Support Emissions Disclosures for Small and Medium-Sized Enterprises
166: A Thematic Analysis of Environmental Sustainability in Software-Intensive Business: Understanding Practices, Barriers, and Benefits
126: Design Principles for IT-Driven Circular Economy Initiatives

14:00 - 14:30	**Coffee Break, Demos & Poster Session (Foyer Heinrich-Meidinger-Saal)**

CONFERENCES SCHEDULE

CONFERENCE DAY 2

14:30 - 16:00   **Parallel Sessions**

Track 1 (Room Karlsruhe)

Session "GenAI for Software Engineering and Education"

134: Comparative Analysis of Generative AI Performance in University Programming Courses

170: Enhancing Agile Workflows with AI-Driven, Sustainability-Aware Requirements Engineering: A Design Science Approach

141: Narrative AI Strategies for Media, Ethics and Higher Education – Impulse Perspectives from Practice Based Media Education

Track 2 (Room Mannheim)

Session "Digital Strategy, Enterprise Architecture, and Value Networks"

173: Active Personas for Synthetic User Feedback

163: Transitioning Towards Enterprise Architecture Management in a Software and Service Mobility Company: A Case Study

184: A Software-Driven Approach to Model, Simulate and Optimize Service-Oriented Value Creation

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16:15 - 19:15   **Excursions**

Ex 1
IBM /Quantum Computing
16:15 - 17:00
Transfer
17:00 -18:45
Tour
18:45 - 19:30
Transfer

Ex 2
Computer Museum
17:30 - 18:00
Transfer
18:00 -19:00
Tour
19:00 - 19:30
Transfer

Bus for Excursion 1 leaves early (longer drive).

19:15 - 22:00   **Dinner, Entertaining Keynote 2 & Awards**

Leonhardts, Fernsehturm Stuttgart (Jahnstraße 120, 70597 Stuttgart)

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CONFERENCES SCHEDULE

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CONFERENCE DAY 3

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09:00 - 09:15	**Opening & Introduction (Room Karlsruhe)**
09:15 - 10:00	**Keynote 3: Rose Sturm** **Topic: Software-defined Vehicles** **(Room Karlsruhe)**
10:00 - 10:30	**Coffee Break, Demos & Poster Session (Foyer Heinrich-Meidinger-Saal)**
10:30 - 12:30	**Best Paper Session (Room Karlsruhe)**

168: Nominee 1 (Full Paper): Practical Adoption of Green Coding in Finland and Globally

130: Nominee 2 (Full Paper): Democratising Work in the Software Sector: Insights on Cooperative Businesses

181: Nominee 1 (Short Paper): The Role of AI in Software Release Management

159: Nominee 2 (Short Paper): Addictive UX: Heuristic Evidence from Online Gambling UX and the Need for Ethical

12:30 - 13:30	**Lunch (Foyer Heinrich-Meidinger-Saal)**
13:30 - 15:00	**Parallel Sessions**

Track 1 (Room Karlsruhe)
Session "Startups, SaaS, and Innovation Ecosystems"

176: Product Feature Prioritization in Software Startups: A Multiple Case-study on the Status Quo and Potential of AI-based Decision Support Systems

156: The Finnish Way to SaaS Scaling: A Qualitative Study

175: Accelerating Software-Intensive Innovation via Living Labs: Evidence from the AIAMO Project

Track 2 (Room Mannheim)
Session "Human-Centered and Socially Responsible Software Business"

142: Balancing Power and Participation: Ethical Contributions to Digital Strategy Development Based on a Case Study at a Public University

140: Playing Against Creative Burnout in Sprint Retrospectives: A Design Science Research Study

169: Understanding consumer behavior and sustainability perception for digital technology products and services: addressing end-user unmet sustainability needs

15:00 - 15:15	**Coffee Break, Demos & Poster Session (Foyer Heinrich-Meidinger-Saal)**
15:15 - 15:45	**Closing (Room Karlsruhe)**

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