



January 4-7, 2011, The Grand Hyatt Kauai Resort & Spa, Koloa, Kauai, Hawaii.

Track: Software Technology

Minitrack: Software Product Lines: Engineering, Services, and Management

Software has become the key asset for competitive products and services in all industries. Thus, competitiveness in software development, maintenance, and related services has become a concern for organizations. There are two primary strategies to deal with this concern: increasing the competitiveness (1) internally through methods such as the strategic acquisition, creation, and reuse of software assets or (2) externally by outsourcing software development, maintenance, and related services to third party service providers. A viable third strategy is to enact both strategies in parallel. This minitrack will focus on the first strategy but submissions dealing with the third strategy are very welcome as well.

Authors with a strong software engineering focus are encouraged to relate their work to the relevant work (e.g., on agile methods) in the other minitracks of the Software Technology track. To help integrate new bodies of knowledge in product line research and practice, the minitrack especially welcomes contributions including, but not limited to

- Business models and strategies for product lines
- Economic valuation of product lines
- Organizational and process designs for product lines
- Distributed leadership in developing open source platforms and product lines
- Knowledge management practices and systems for product lines
- Service systems and their implications for product lines
- International standardization initiatives related to product lines
- Theory building and/or validation from the viewpoints of design and behavioral science

The minitrack is also interested in industrial experiences in product line engineering if they can be used to validate or challenge existing theories and/or create new theories relevant to the software product line engineering body of knowledge.

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