

In conjunction with BPM 2008

## The First Workshop on Business Process Management and Social Software

### BPMS2'08

1 September 2008, Milan, Italy

**Deadline for workshop paper submissions: 23 May 2008**

Social software is a new paradigm which is spreading quickly in the society, organisations and economics. Social software is software that triggers mechanisms of sociality<sup>1</sup> by providing support for social practices, experiences, identity and production. Users are supported in creating new contacts, presenting themselves and collaborating with other users. As a result, content, knowledge and software is not created by a hierarchy of experts, but by combining a multitude of contributions of independent authors/actors. Examples for such a social production are wikis, blogs, social bookmarking and tagging, etc.

Social software follows a more egalitarian and meritocratic approach compared to traditional approaches where the role of the software user is determined by the enterprise senior management and its representatives. Thus, trust and reputation play a crucial role in the use of social software instead of authority granted by the top management.

The paradigm of social software and social production has created a multitude of success stories such as wikipedia.org and the development of the Linux operating system. Therefore, more and more enterprises see social software and social production as a means for further improvement of their business processes and business models. For example, they integrate their customers into product development by using blogs to capture ideas for new products and features. Thus, business processes have to be adapted to new communication patterns between customers and the enterprise: for example, the communication with the customer is increasingly a bi-directional communication with the customer and among the customers. Social software also offers new possibilities to enhance business processes by improving the exchange of knowledge and information, to speed up decisions, etc.

Up to now, the interaction of social software and the underlying paradigm of social production with business processes have not been investigated in depth. Therefore, the objective of the workshop is to explore how social software and social production interact with business process management, how business process management has to change to comply with social production, and how business processes may profit from social techniques.

### Topics for Discussion

The workshop will discuss four topics:

#### 1. Alignment of Business Processes to Social Production

- How can business processes be aligned to business models following the paradigm of social software and production?
- Which concepts and methods are necessary to align business processes to business models using social software?

#### 2. New possibilities for business processes by social software

- Which new possibilities for the design of business processes are created by social software?
- How are trust and reputation established in business processes using social software?
- Are there business processes which require sociality, especially when they are not well defined (as production workflows) but collaborative or ad hoc?
- How does social production influence the design of business processes?
- Which kinds of social production have to be supported by business process management?
- What is the impact on conceptual models for those categories of business processes which are not well-defined or that we do not wish to freeze using classical business process enactment systems for instance?

#### 3. Social Software and BPM

- Do we need new BPM methods and/or paradigms to cope with social software?
- Is there an influence of social production and social software on BPM methods themselves?

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<sup>1</sup> W. Bouman, et al.: The realm of sociality: Notes on the design of social software. Twenty Eighth International Conference on Information Systems, Montreal 2007. Best paper award.

- Are there any similarities or relationships with process mining techniques and also with workflow control and role patterns?
- Which phases of the BPM lifecycle (Design, Deployment, Performance, Evaluation) are affected the most by social software?
- How can BPM profit from using social software?
- Which types of social software can be used in which phases of the BPM lifecycle?

#### 4. Implementation support by social software

- Which kinds of social software can be used to implement business processes?
- Which categories of business processes can profit from social software?
- How does social software interact with WFMS or other business process support systems?
- How can we use Wikis, Blogs etc. to support business processes?
- What new kinds of business knowledge representation are offered by social production?

## Submission

Prospective workshop participants are invited to submit a position paper related to one or more of the main topics. Position papers of up to 2500 words are sought. Position papers that raise relevant questions, or describe successful or unsuccessful practice, or describe experience will all be welcome. Position papers will be assigned a 20 minute presentation. Short papers of up to 1000 words can also be submitted, and will be assigned a 10 minutes presentation.

The paper selection will be based upon the relevance of a paper to the main topics, as well as upon its quality and potential to generate relevant discussion. Papers should be emailed to [Rainer.Schmidt@htw-aalen.de](mailto:Rainer.Schmidt@htw-aalen.de)

## Expected results

All papers will be published on workshop wiki before the workshop, so that everybody can learn about the problems that are important for other participants. A blog will be used to encourage and support discussions. The workshop will consist of long and short paper presentations, brainstorming sessions and discussions. The workshop report will be created collaboratively using a wiki.

The best paper of the workshop can be submitted for a special issue of the Software Process Improvement and Practice Journal.

## Important dates

**Paper submissions deadline: 23 May 2008**

Notification of Acceptance: 27 June 2008

Camera-ready papers deadline: 11 July 2008

Workshop: 1 September 2008

## Organizers

Selmin Nurcan – University Paris 1 Panthéon Sorbonne, France

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## Workshop Program Committee

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