BPM 2012

10th International Conference on
Business Process Management

The 5th Workshop on Business Process Management and Social Software (BPMS2'12)
September 3, 2012 Tallinn Estonia

Call for Papers

Deadline for workshop paper submissions: 1 June 2012

Workshop Theme

Social software [1] is a new paradigm that is spreading quickly in society, organizations and economics. Social software has created a multitude of success stories such as wikipedia.org and the development of the Linux operating system. Therefore, more and more enterprises regard social software 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. Social software is based on four principles: weak ties, social production, egalitarianism and mutual service provisioning.

- Weak ties

Weak-ties[2] are spontaneously established contacts between individuals that create new views and allow combining competencies. Social software supports the creation of weak ties by supporting to create contacts in impulse between non-predetermined individuals

- Social Production

Social Production[3] is the creation of artefacts, by combining the input from independent contributors without predetermining the way to do this. By this means it is possible to integrate new and innovative contributions not identified or planned in advance. Social mechanisms such as reputation assure quality in social production in an a posteriori approach by enabling a collective evaluation by all participants.

- Egalitarianism

Egalitarianism is the attitude of handling individuals equally. Social software highly relies on egalitarianism and therefore strives for giving all participants the same rights to contribute. This is done with the intention to encourage a maximum of contributors and to get the best solution fusioning a high number of contributions, thus enabling the wisdom of the crowds[4]. Social software realizes egalitarianism by abolishing hierarchical structures, merging the roles of contributors and consumers and introducing a culture of trust.

- Mutual Service Provisioning

Social software abolishes the separation of service provider and consumer by introducing the idea, that service provisioning is a mutual process of service exchange. Thus both service provider and consumer (or better prosumer) provide services to one another in order co-create value[5]. This mutual service provisioning contrasts to the idea of industrial service provisioning, where services are produced in separation from the customer to achieve scaling effects.

Up to now, the interaction of social software and its underlying paradigms with business processes have not been investigated in depth. Therefore, the objective of the workshop is to explore how social software interacts with business process management, how business process management has to change to comply with weak ties, social production, egalitarianism and mutual service, and how business processes may profit from these principles.

Workshop Goal

Based on the successful BPMS2'08, BPMS2'09, BPMS'10, BPMS'11 workshops, the goal of the BPMS2'12 workshop is to promote the integration of business process management with social software and to enlarge the community pursuing the theme.

Previous BPMS2 workshops

The BPMS2'08 workshop on BPM2008 in Milan had the 4th rank in submissions from 8 workshops. Acceptance rate was 50 %. The BPMS'09 attracted 13 submissions, from which 7 have been accepted. The BPMS2'10 attracted 14 submissions, from which 8 have been accepted. The BPMS2'11 attracted 14 submissions, from which 6 have been accepted. Both papers collaboratively written by the BPMS2'08 and BPMS2' 09 workshop authors have been accepted for publication in the Journal of Software Maintenance and Evolution: Research and Practice.

Workshop paper format

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.

[1] R. Schmidt und S. Nurcan, "BPM and Social Software," BPM2008 Workshop Proceedings, Springer–LNCS, Springer, 2008.
[2] M.S. Granovetter, "The Strength of Weak Ties," American Journal of Sociology, vol. 78, 1973, S. 1360.
[3] Y. Benkler, The Wealth of Networks: How Social Production Transforms Markets and Freedom, Yale University Press, 2006.
[4] J. Surowiecki, The Wisdom of Crowds, Anchor, 2005.
[5] S. Vargo, P. Maglio, und M. Akaka, "On value and value co-creation: A service systems and service logic perspective," European Management Journal, vol. 26, Juni. 2008, S. 145-152.

Workshop Topics

1. **New opportunities provided by social software for BPM**
   - How can business processes fit to business models based on the paradigm of social production?
   - 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 req1 uire sociality, especially when they are not well defined (as production workflows) but collaborative or ad hoc?
   - How do weak ties, social production, egalitarianism and mutual service provisioning influence the design of business processes?
   - 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?

2. **Engineering next generation of business processes: BPM 2.0**
   - Do we need new BPM methods and/or paradigms to cope with social software?
   - Is there an influence of weak ties, social production, egalitarianism and mutual service provisioning on BPM methods themselves?
   - 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, and 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?

3. **Business process 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 authors are invited to submit papers for presentation in any of the areas listed above. Only papers in English will be accepted. Length of full papers must not exceed 12 pages (There is no possibility to buy additional pages). Position papers and tool reports should be no longer than 6 pages. Papers should be submitted in the new LNBIP format (http://www.springer.com/computer/lncs?SGWID=0-164-7-487211-0).
Papers have to present original research contributions not concurrently submitted elsewhere. The title page must contain a short abstract, a classification of the topics covered, preferably using the list of topics above, and an indication of the submission category (regular paper/position paper/tool report).

Please use **Easychair** for submitting your paper: **http://www.easychair.org/conferences/?conf=bpms212**

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. All the workshop papers will be published by Springer as a post-proceeding volume (to be sent around 4 months after the workshop) in their Lecture Notes in Business Information Processing (LNBIP) series.

Activities

All papers will be published on workshop wiki (www.bpms2.org) 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. A special issue over all workshops will be published in a journal (decision in progress).

Important dates

Deadline for workshop paper submissions: **1 June 2012**
Notification of Acceptance: **2 July 2012**
Camera-ready papers deadline: **30 July 2012**
Workshop: **3 September 2012**

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