

# BPM 2014

12th International Conference on Business Process Management

## The 7th Workshop on Business Process Management and Social Software (BPMS2'14)

September 8th, 2014 Haifa, Israel

### *Call for Papers*

Deadline for workshop paper submissions: June 1<sup>st</sup>, 2014

### **Social Software and Business Process Management**

Social software <sup>1</sup> is a new paradigm that is spreading quickly in society, organizations and economics. More and more enterprises use social software to improve their business processes and create new business models. Social software provides new interaction patterns that allow to integrate more stakeholders in a broader way and to design business processes in a completely new way. These four patterns are:

- **Weak ties**

Weak-ties<sup>2</sup> 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<sup>3</sup> 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.

- **Egalitarianism**

Egalitarianism is the equal handling of all contributors of a business process. This is done with the intention to encourage a maximum of contributors and to get the best solution fusing a high number of contributions, thus enabling the wisdom of the crowds<sup>4</sup>.

- **Value-Co-Creation**

Social software is based on the idea, that value-creation is a mutual process. Thus both service producer and consumer (or better prosumer) cooperate in order co-create value<sup>5</sup>.

Applying these four patterns to business processes creates huge chances for the design, implementation and operation of business processes. Social software is used to communicate with the customer increasingly in a bi-directional manner. Companies integrate customers into product development using social software to capture ideas for new products and features. Mass production is more and more replaced by the individualized provisioning of services and products. Thus social software establishes learning relationships with customers and stakeholders. Inside companies, hierarchical structures are more and more dissolved and replaced by a culture of trust. The exchange of knowledge and information is improved. Innovations and decisions are created socially and not by single experts and managers.

---

<sup>1</sup> R. Schmidt and S. Nurcan, "BPM and Social Software," BPM2008 Workshop Proceedings, Springer-LNCS, Springer, 2008.

<sup>2</sup> M.S. Granovetter, "The Strength of Weak Ties," American Journal of Sociology, vol. 78, 1973, S. 1360.

<sup>3</sup> Y. Benkler, The Wealth of Networks: How Social Production Transforms Markets and Freedom, Yale University Press, 2006.

<sup>4</sup> J. Surowiecki, The Wisdom of Crowds, Anchor, 2005.

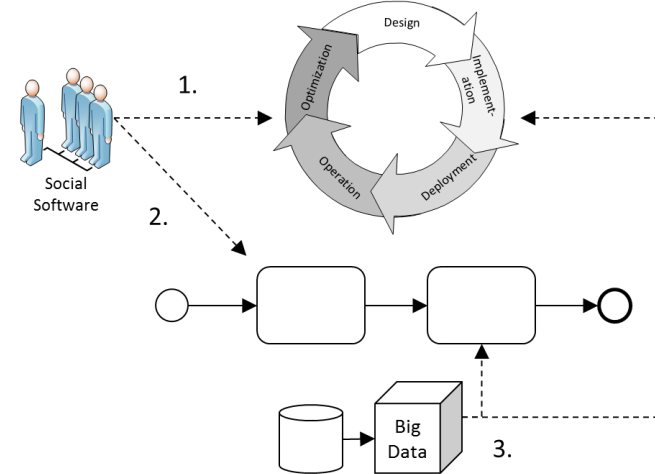
<sup>5</sup> S. Vargo, P. Maglio, und M. Akaka, "On value and value co-creation: A service systems and service logic perspective," European Management Journal, vol. 26, Juni. 2008, S. 145-152.

Combining social software and business process management benefits a lot from the recent advances of data processing, subsumed as Big Data. Today large amounts of semi-structured and unstructured data as created by social software can be processed. Based on the analysis of this data, social software is able to influence business process (management) significantly.

## Workshop Goal

The workshop has the goal to investigate the relationship of social software and business process management in three areas.

1. Interaction of social software with business process management
2. Use of social software in business processes.
3. Leverage social software in business process management and business processes using Big Data.



## Workshop Themes

The workshop are organized according to the three layers.

### 1. Interaction of social software with business process management

- How interact weak ties, social production, egalitarianism and value co-creation with business process management?
- Which phases of the BPM lifecycle (Design, Deployment, Operation, and Evaluation) can profit the most from social software?
- Do we need new BPM methods and/or paradigms to cope with social software?
- How are trust and reputation established in business processes using social software?
- How does social software interact with WFMS or other business process support systems?

### 2. Use of social software in business processes

- Are there business processes which require sociality, especially when they are not predictable (as production workflows) but collaborative or ad hoc?
- How can we use Wikis, Blogs etc. to support business processes?
- Which types of social software can be used in which phases of the BPM lifecycle?
- What new kinds of business knowledge representation are offered by social production?

### 3. Leverage social software in business process management using Big Data.

- Which data created with social software can be used to support business processes?
- Which categories of business processes can profit from big data ?
- Are there any similarities or relationships with process mining techniques and also with workflow control and role patterns?

## 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=bpms214>  
 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](http://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).

<p><b>Important dates</b>          Deadline for workshop paper submissions:  <b>June 1<sup>st</sup>, 2014</b>          Notification of Acceptance:  <b>July 1<sup>st</sup>, 2014</b>          Camera-ready papers deadline:  <b>July 23<sup>rd</sup> 2014</b>          Workshop:  <b>September 8<sup>th</sup>, 2014</b></p>	<p><b>Primary Contact</b>  <b>Rainer Schmidt</b>          Munich University of Applied Sciences  <b>Rainer.Schmidt@hm.edu</b>          Tel.: +49 89 1265-3745          Fax: +49 89 1265-3780</p>	<p>Selmin Nurcan          University Paris 1 Panthéon Sorbonne,          Centre de Recherche en Informatique (CRI)          France  <a href="mailto:Selmin.Nurcan@univ-paris1.fr">Selmin.Nurcan@univ-paris1.fr</a>          Phone: +33 53 55 27 13          Fax: + 33 53 55 27 01</p>
---	--	---

## Workshop Program Committee (confirmations pending)

The following people have accepted to be members of the PC. Some invitations are still pending and more people are expected:

Ofer Arazy, Haifa University  
 Iliia Bider, IbisSoft AB  
 Jan Bosch - Intuit, Mountain View, California, USA  
 Marco Brambilla - Politecnico di Milano, Italy  
 Piero Fraternali, Politecnico di Milano, Dipartimento di Elettronica e Informazione  
 Chihab Hanachi - University Toulouse 1, France  
 Ralf-Christian Härting - Hochschule Aalen, Germany  
 Monique Janneck - Fachhochschule Lübeck, Germany  
 Rania Khalaf, IBM T.J. Watson Research, Cambridge, USA  
 Ralf Klamma - Informatik 5, RWTH Aachen, Germany  
 Sai Peck Lee - University of Malaya, Kuala Lumpur, Malaysia  
 Myriam Lewkowicz Université de Technologie de Troyes  
 Renata Mendes de Araujo - Federal University of the State of Rio de Janeiro, Brasil  
 Bela Mutschler, University of Applied Sciences Ravensburg-Weingarten, Germany  
 Gustaf Neumann - Vienna University of Economics and Business Administration, Vienna, Austria

Selmin Nurcan - University Paris 1 Pantheon Sorbonne, France  
 Andreas Oberweis, Karlsruhe Institute of Technology, Germany  
 Erik Proper, TUDOR, Luxembourg  
 Sebastian Richly, University of Dresden  
 Rainer Schmidt – Munich University of Applied Sciences, Germany  
 Miguel-Ángel Sicilia - University of Alcalá, Madrid, Spain  
 Pnina Soffer - Department of Management Information Systems, University of Haifa, Israel  
 Karsten Wendland, Hochschule Aalen, Germany  
 Christian Zirpins – Seeberger AG, Germany