

## In conjunction with BPM 2009

### The 2d Workshop on Business Process Management and Social Software

## BPMS2'09

7 September 2009, Ulm, Germany

**Deadline for workshop paper submissions: 22 May 2009**

Social software is a new paradigm that is spreading quickly in society, organizations and economics. It supports social interaction and social production. Social interaction is the interaction of non-predetermined individuals. Social production is the creation of artefacts, by combining the input from independent contributors without predetermining the way to do this<sup>1</sup>. 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 three 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 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?
- 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 social production and social software 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 LNBP 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).

Papers (preferably in PDF format) should be emailed to [Rainer.Schmidt@htw-aalen.de](mailto:Rainer.Schmidt@htw-aalen.de).

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 (LNBP) series.

### 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.

A special issue over all workshops will be published in a journal (decision in progress).

### Important dates

**Paper submissions deadline: 22 May 2009**

Notification of Acceptance: 16 June 2009

Camera-ready papers deadline: 1 July 2009

Workshop: 7 September 2009

### Organizers

Selmin Nurcan – University Paris 1 Panthéon Sorbonne, France

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### Workshop Program Committee

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<sup>1</sup> Rainer Schmidt and Selmin Nurcan, "BPM and Social Software" in BPM2008 Workshop Proceedings (Milano, 2008).