



The 2nd Practice-driven Research on Enterprise Transformation (PRET) working conference

11 November, 2010, Delft, the Netherlands

Are you a Master Student? Or a starting PhD Student?
And are you writing an interesting thesis?
Is it about Enterprise Transformation or related topics?
Interested in publishing and presenting your work at an international conference?

Here is a great opportunity to present your work to an audience of top practitioners and researchers in the field of enterprise transformation. This is a chance to capitalize the results of your thesis and publish them into a book published by Springer. A great way to build your résumé and attract attention of potential future employers.

What is the objective of PRET conferences?

The PRET working conferences are set up as a one day event in such a way that it attracts an audience from both industry and academia. The objective is to bridge the gap between practice and theory. You, as a master student or starting PhD student working at a (consulting or other) firm, are already bridging the gap between industry and academia. Therefore, you are the ideal target group for PRET in bringing these two worlds together. PRET is one of the few conferences that actively stimulate Master students to send in their work.

What's in it for me?

Presenting your work at PRET will give you the opportunity to interact with the top practitioners and researchers in the field. This will not only expand your network, but will also stimulate and improve your research. Moreover, your paper will be included as a chapter in a book, published by Springer Verlag!

What is the format of PRET?

PRET is a highly interactive event. The conference will be organized at a venue that stimulates discussion and open exchange of ideas and experiences. In addition to highly interactive paper sessions the event will include a number of parallel think-tank sessions focusing on various topics, aiming for further development of issues and directions shared between practice and academia.

The topic of PRET is enterprise/organisational transformation? What is that?

Modern day enterprises, be they businesses, organisations, or government departments, are in a constant state of flux. New technologies, new markets, globalisation, mergers, acquisitions, etcetera are among the "usual suspects" which require enterprises to transform themselves to deal with these challenges and new realities. Most information systems practitioners will find themselves working in a context of enterprise transformation. As a field of study, enterprise transformation requires a close interaction between practice and academia. What works and does not work requires validation in real-life situations. Conversely, it is in industrial practice where challenges can be found that may fuel and inspire researchers.

What can I write about?

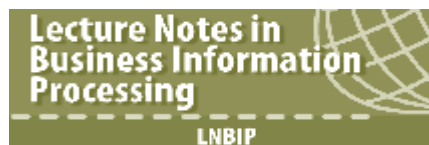
Topics relevant for submissions include, but are not limited to, the following: Architecture governance, Business-IT alignment, Business process modelling, Collaborative and/or participative modelling, Design and implementation of CIO Offices, Enterprise architecture management, Enterprise engineering, Enterprise modelling, Enterprise modelling languages, Enterprise ontologies, Enterprise splitting and allying, ERP implementation, Design authorities, IT-enabled business transformation, Managing/governing enterprise evolution, Organisational change, Outsourcing of business and/or IT processes, Project Portfolio Management, Requirements management, Roles and skills in enterprise transformation, Service-oriented architecture (wrt the enterprises and/or its applications), Simulation of enterprise designs and models, Stakeholder management, Technology impact assessment "Game changing technologies", Transformation, program and project management.

What are the guidelines for writing a PRET paper?

Papers should reflect the mission of PRET, which is bringing together academia and the industry regarding the indicated topics. Papers should stimulate the discussion and the synergy between these two "worlds", with the ultimate objective of improving the field of enterprise transformation. Typical papers describe: real-life case studies, challenges from industry for the academic world, practical applications of theory and/or quantitative research results regarding enterprise transformation. Paper submissions from industry as well as from young researchers (MSc. graduates, young PhD researchers) are strongly encouraged. Research results can be described in an elaborated way, since the typical paper length PRET is aiming for is 25-30 pages. Accepted papers will be included in the proceedings as a chapter.

When should I submit the paper?

28 March 2010, abstract submission deadline
 27 June 2010, paper submission deadline
 15 August 2010 notification of acceptance
 29 August 2010 camera-ready copy
 11 November 2010 conference



Submission guidelines

Abstracts of proposed chapters, as well as the final chapters, should be submitted in PDF format via the submission website: <http://www.easychair.org/conferences/?conf=pret2010>. Chapter proposals should describe innovative and significant original research relevant to the PRET themes as discussed in the topics section. Work submitted for consideration must not have been published elsewhere and must not be under review or submitted for review elsewhere during the duration of consideration. All submissions should include title, authors, and full contact information. Detailed instructions for authors are available on the LNBP website: <http://www.springer.com/computer/lncs?SGWID=0-164-7-487211-0>.