

5th International Workshop on Value Modeling and Business Ontology

Ghent, February 7-8, 2011

[\(http://www.vmbo2011.ugent.be/\)](http://www.vmbo2011.ugent.be/)

Special Theme: “Value Modeling of Business Services”



The importance of modeling the essence of enterprises on a level that abstracts from operational details is increasingly recognized. Two recognized enterprise modeling approaches are business ontology and value modeling. Business ontology provides abstract descriptions of enterprises in their business context, focusing on what is needed to create and transfer

value. Value modeling is a business modeling approach that focuses on the value objects exchanged in business networks. Business ontology and value modeling research is conducted using instruments like the REA (Resources, Events, Agents) conceptual model and the e3-value tool set.

The goal of this year's workshop is to bring together researchers with an interest in value modeling and business ontology in order to present and discuss the current state of enterprise or business modeling and to identify key areas for further research. The theme of the workshop is the application of value modeling and business ontology to service-oriented views of enterprises and business.

If you are interested in joining, please submit a short paper (maximum of four pages) describing your main ideas. We encourage you to focus on the ideas in progress for which you would like to get feedback from other workshop participants.

Note that submitted papers will be reviewed only marginally. The program committee will use the papers to put together a final program; the aim is to accommodate all relevant papers. If necessary, a selection will be made in such a way that an overall good balance is achieved.

Program Committee

Hans Weigand (chair)
Birger Andersson
Jaap Gordijn
Pavel Hruby
Nicola Guarino
Yao-Hua Tan

Paul Johannesson (chair)
Maria Bergholtz
Michael Petit
Bill McCarthy
Geert Poels
Erik Proper

Topics of interest include, but are not limited to

- * Service ontology for business
- * Service-oriented view of business ontology
- * Value modeling of service systems
- * Enterprise modeling for service-oriented enterprises
- * Business modeling of service exchanges
- * Value modeling fundamentals
- * Value modeling applications and experiences
- * Business ontology fundamentals
- * Business ontology applications and experiences
- * Role of value modeling in enterprise architecture
- * Role of business ontology in enterprise architecture
- * Ontology-driven enterprise system development
- * Ontology-driven enterprise systems integration
- * Ontology-aware enterprise systems
- * Business ontology / value models for planning and control
- * Business ontology / value models for managerial decision making
- * Business ontology / value models for strategy exploration
- * Business ontology / value models for business process management

Important dates

Dec 1, 2010 Paper submission deadline
Dec 15, 2010 Notification of acceptance
Jan 29, 2010 Registration deadline
Feb 7-8, 2011 VMBO Workshop, Ghent, Belgium

How to submit

Send your short paper preferably in PDF format and following the (Proceedings) style of Springer LNCS by email to H.Weigand@uvt.nl and pajo@dsv.su.se

Workshop chairs - Local organization

Geert Poels (Ghent University)
Frederik Gailly (Vrije Universiteit Brussel)
Wim Laurier (University of Delaware)



Workshop's CfP and blog <http://vmbo2011.blogs.dsv.su.se/>

Value modeling: www.e3value.com

REA: <https://www.msu.edu/~mccarth4/>

<http://reatechnology.com/>