

8th International Workshop on Value Modeling and Business Ontology

with a special track on the Pragmatic Web

Berlin, Germany, March 2-3, 2014

<http://www.csw.inf.fu-berlin.de/vmbo2014/>



The importance of modeling the essence of enterprises on a level that abstracts from operational details is increasingly recognized. 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 such as Business Model Generation, the REA (Resources, Events, Agents) ontology, Enterprise Ontology and the e3-value tool set.

The goal of VMBO 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. This year, VMBO will include a Pragmatic Web track. Under the Pragmatic Web (<http://www.pragmaticweb.info>) label we subsume both the pragmatics of ontologies (e.g. ontology development in communities) and the ontology of pragmatics (e.g. semantics of communicative action and context). Pragmatic web technologies include e.g., rule-based systems and tools for knowledge management and for social web analysis.

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

Note that submitted papers will be only evaluated for their potential to enable substantive research discussions. 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)
Adrian Paschke (chair)
Pavel Hruby
Yao-Hua Tan
Christian Huemer
Geert Poels
Aldo de Moor

Paul Johannesson (chair)
Jan Dietz
Nicola Guarino
Maria Bergholtz
Bill McCarthy
Erik Proper
Pieter de Leenheer

Topics of interest include, but are not limited to

- Value modeling/Business ontology fundamentals
- Value modeling/Business ontology applications and experiences
- Enterprise Ontology – theory and practice
- Semantic Service Modeling and the Service-Oriented Semantic Enterprise
- Role of business ontology in enterprise architecture
- Ontology-driven enterprise system development
- Business ontology / value models for planning, auditing and control
- Business ontology / value models for strategy exploration

For the Pragmatic Web track:

- Corporate Semantic Web
- Rules, Agents and Norms
- Distributed Rule-Based Systems, Business Rule languages and standards
- Ontology-based and rule-based interoperability
- Community-based ontology and rule development
- Communication and collaboration patterns
- Organizational Semiotics

Important dates

Jan 7, 2014	Paper submission deadline
Jan 31, 2014	Notification of acceptance
Feb 14, 2014	Registration deadline
March 2-3, 2014	VMBO Workshop, Berlin, Germany

How to submit

Please submit your short paper preferably in PDF format and following the (Proceedings) style of Springer LNCS using easychair
<https://www.easychair.org/conferences/?conf=vmbo2014>

Workshop chairs – Local organization

Adrian Paschke, Zhili Zhao (FU Berlin)

More information

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