

**2<sup>ND</sup> WORKSHOP ON MASHUPS, ENTERPRISE MASHUPS AND LIGHTWEIGHT  
COMPOSITION ON THE WEB (MEM 2009)**

**HELD IN CONJUNCTION WITH**

**18TH INTERNATIONAL WORLD WIDE WEB CONFERENCE (WWW 2009)**

**MADRID, SPAIN  
APRIL 20TH, 2009**

<http://integrator.net/mem2009/>

**SUBMISSION DEADLINE: FEBRUARY 22ND, 2009, 12 P.M. GMT+1**

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Quick adoption of mashup and lightweight composition technologies is one of landmarks of contemporary World Wide Web evolution. The MEM 2009 workshop will adopt a multi-aspect perspective on these technologies to enable a complex understanding of their adoption, research and business challenges and prospects. Firstly, it will cover basic infrastructures and standards enabling scalable, secure and flexible deployment and enactment of mashup and lightweight composition technologies. Secondly, it will focus on user interfaces and interaction paradigms that make different approaches to user-driven content and functionalities composition available to non-expert users and collaborating crowds. Thirdly, it will take a look into remarkable cases of mashups that combine existing services and information sources with intelligent information processing algorithms and user collaboration to provide value-added services. Finally, the workshop will cover topics related to business aspects of mashup and lightweight composition technologies.

The major part of innovation related to mashups and lightweight composition is now happening in on line Web sites intended for wide audience from all over the world. However, these technologies have prospects of becoming major evolution factor for contemporary enterprises by bridging the gap between business and IT. Thus, the workshop will focus both on usage of mashup solutions in open Internet environments underlining the requirement for flexibility, performance and privacy preservation, and in business intranet environments stressing the need for security and control measures to be incorporated in mashup and composition solutions.

The goal of this workshop is to provide a platform for discussing research topics underlying the concepts of lightweight composition, mashups, and enterprise mashups. By bringing together representatives of academia and industry, the workshop is also an important venue for identifying new research problems and disseminating results of the research. By affiliating with a renowned international conference, the workshop provides a possibility to interact with researchers from other areas of the domain of Information Systems.

## TOPICS

- Mashup and lightweight composition infrastructures
  - Security of widgets, gadgets, and related technologies
  - Security of enterprise information in mashups
  - Standards and protocols for lightweight composition
  - Scalability of mashup solutions
  - Methodologies of mashup development and maintenance
  - Mashups and SaaS paradigm
  - Mashups and legacy applications
  - Mashups and federated identity
- User interfaces and interaction paradigms
  - End-user programming for mashup construction
  - Visual mashup development
  - Social maintenance and development of mashup solutions
  - Usability and accessibility of mashups
  - Personalization in mashups and lightweight composition systems
  - Privacy-enabling mashup solutions
- Specific mashup and lightweight composition systems
  - Mashups for the Social Web
  - Mashups for mobile devices
  - Enterprise mashups
  - Information integration and filtering mashups
  - Geographic mashups
  - Specific cases of mashups in different domains (medical, scholar, IT, finance, ...)
- Business aspects of Web content and functionalities composition
  - Value of mashups for enterprises
  - Mashups for corporate knowledge management
  - Mashups and business process management
  - Governance of enterprise mashups
  - Revenue and cost models for mashups and information ecosystems
  - Legal aspects of mashups and lightweight composition

## SUBMISSION

- **Research papers:** max. 10 pages
- **Demo papers:** max. 2 pages

Papers must present original, unpublished research results. They must be submitted in PDF format following WWW 2009 template available from <http://www2009.org/submission.html>.

Submission system (installation of EasyChair) is available at [http://integror.net/mem2009/submission\\_system.php](http://integror.net/mem2009/submission_system.php) (please note that this is a different EasyChair installation than the one used for WWW 2009

conference itself).

Accepted papers will be included in WWW 2009 workshop proceedings CD.

#### **WORKSHOP FORMAT**

The workshop will provide an informal and vibrant forum for researchers and industry practitioners to share their research results and practical development experiences in the relevant fields.

#### **IMPORTANT DATES**

- **February 15th, 2009** - abstract submission deadline (optional)
- **February 22nd, 2009, 12 p.m. GMT+1** - papers submission deadline
- **March 8th, 2009** - notification of acceptance/rejection
- **March 13th, 2009, 12 p.m. GMT+1** - submission of camera-ready papers
- **April 20th, 2009** - the workshop

#### **CHAIRS**

- Dominik Flejter, Poznan University of Economics, Poland
- Tomasz Kaczmarek, Poznan University of Economics, Poland
- Marek Kowalkiewicz, SAP Research Brisbane, Australia

#### **PROGRAM COMMITTEE**

- Dan Brickley, FOAF Project, United Kingdom
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