

## Program

Written by Administrator

Thursday, 02 February 2017 17:50 - Last Updated Monday, 29 May 2017 19:11

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**PROGRAM Washes in Reuse 2017**

**May 29th, 2017**

**2:00 PM – 6:00 PM**

**Session 1**

**2:00 PM – 3:30PM**

**2:00 PM – 2:10 PM**

**Welcome - WASHES in Reuse 2017 Opening Session**

**2:10 PM – 3:30 PM**

**Keynote**

**John D. McGregor**

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**COFFEE-BREAK**

**3:30 PM – 4:00 PM**

**Session 2**

**Technical Session**

**4:00 PM – 6:00 PM**

**Presentation 25 min + Discussions 5min**

**4:00 PM – 4:30 PM**

**(S)**

**The Architect's Role on the Software Ecosystems Health**

Simone Da Silva Amorim (Federal Institute of Education, Science and Technology of Bahia) and Cgr

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4:30 PM – 5:00 PM

(F)

**Facing up the primary emotions in Mobile Software Ecosystems from Developer Experience**

Awdren Fontão (UFAM), Oswald Ekwoke (UFAM), Rodrigo Santos (UNIRIO) and Arilo Claudio Dias-Neto

5:00 PM – 5:30 PM

(F)

**Evaluation of a Preliminary Assessment Method for Identifying the Maturity of Communication in**

Nelson Leitão Júnior (UFPE and CESAR College), Ivaldir Junior (UFPE), Sabrina Marczak (PUCRS), R

5:30 PM – 6:00 PM

(F)

**Designing for Reuse in an Industrial Internet of Things Monitoring Application**

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Ethan McGee, Matthew Krugh, John McGregor and Laine Mears (Clemson University)

## Keynote

### “Reuse: A Story of Options”



**John D. McGregor**

Clemson University, USA

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How to achieve strategic levels of reuse is not just a technical problem. It is a human, social, and economic problem. For reuse to be successful many forces must be balanced. These forces include cultures of the involved ecosystems, geographic dispersion of the project team, velocity of domain evolution, and many more. Organizations often make choices among these forces without a careful quantitative analysis of alternatives. In this talk I will give examples of these forces, some ways in which they are being addressed, and techniques using real options to aid in balancing the forces taking organizational priorities into account.