WORKSHOP OBJECTIVE
The social business is based on technology trends (powerful mobile devices, broadband Internet, and low-cost data storage), work (culture, globalization) and society (propensity for sharing). This new way of doing business will enable a paradigm shift, "comes out of the hierarchy and works on the net", which will surely be the "essence of the fast enterprises and the next generation."

Nowadays, according to the McKinsey Global Institute, in its report "The social economy: Unlocking value and productivity through social technologies", there are over 1.5 billion users of social networks, 80% is the proportion of total users that interact with social networks regularly, 70% is the proportion of companies using social technologies, and it is used about 28 hours a week to write emails, search for information and perform internal collaboration. Strategies of platform and application integration need to be established and social technology tools need to be integrated, while a common culture of collaborative communication has to be maintained. Questions of user adoption, communication facilitation and measurable business value are arising. Benefits of information sharing, interactive knowledge exchange and usability extension seem to be apparent, whereas concerns of technical operationalization, security control and practicability of social technology features are still persistent. This workshop encourages studies on technical, social and theoretical issues in ICT trends for enterprises that will interest both practitioners and researchers.

WORKSHOP TOPICS AND AREAS OF INTEREST (not limited to)
- Social Tools
- Web 2.0 and Social Networking
- Platform Integration and Management
- Global Online Communities
- Interactive Applications
- Operational Criteria and System Integration
- Real-time Video Collaboration, Knowledge Management and Activity Streaming
- Metrics and Methods
- Usability, Content and Security
- Ethical issues
- Success factors for social workplace adoption
- Key drivers for leveraging social value generation and business transformation
- Visions for future work and process organization

SUBMISSIONS
We welcome full research papers, short papers, posters and practitioner papers on the workshop theme. Submitted manuscripts must be written in English. Each manuscript should not exceed the maximum number of pages predefined for each submission type, considering the format available for download at the conference webpage.

Manuscript should be submitted electronically at the CENTERIS webpage until April 3, 2015. Submitted papers will be reviewed on a double-blind review basis, and authors will be notified of the review process results by May 17, 2015. Authors of accepted papers can receive recommendations to revise their manuscript according to the reviewers' comments and should submit the revised version until June 12, 2015.

IMPORTANT DATES
Deadline for paper submission: April 3, 2015
Notification of acceptance/rejection: May 17, 2015
PUBLICATION
Accepted full and short papers will be published in the conference proceedings (with ISSN).
Poster and practitioner papers will be published in the conference book of abstracts, industry and poster papers (with ISBN).
Authors of a selection of papers will be invited to enhance their manuscripts for inclusion in a book of chapters or in a journal.

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