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# Software Product Management in the Russian companies

An empirical study

Andrey Maglyas, Uolevi Nikula, Kari Smolander



# Motivation



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- Software Product Management (SPM):
  - is a discipline at the intersection of business and technology
  - provides strategic and tactical viewpoints to a product
  - helps in achieving business goals of a company

# Research questions



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- 1) What is the role of product manager in practice?
- 2) What are the problems of software product management in practice?
- 3) What factors affect software product management practices?

# Research method

- Grounded theory
  - constant comparison
  - theoretical sampling
- Coding procedures
  - open coding
  - axial coding
  - selective coding



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# Data sample



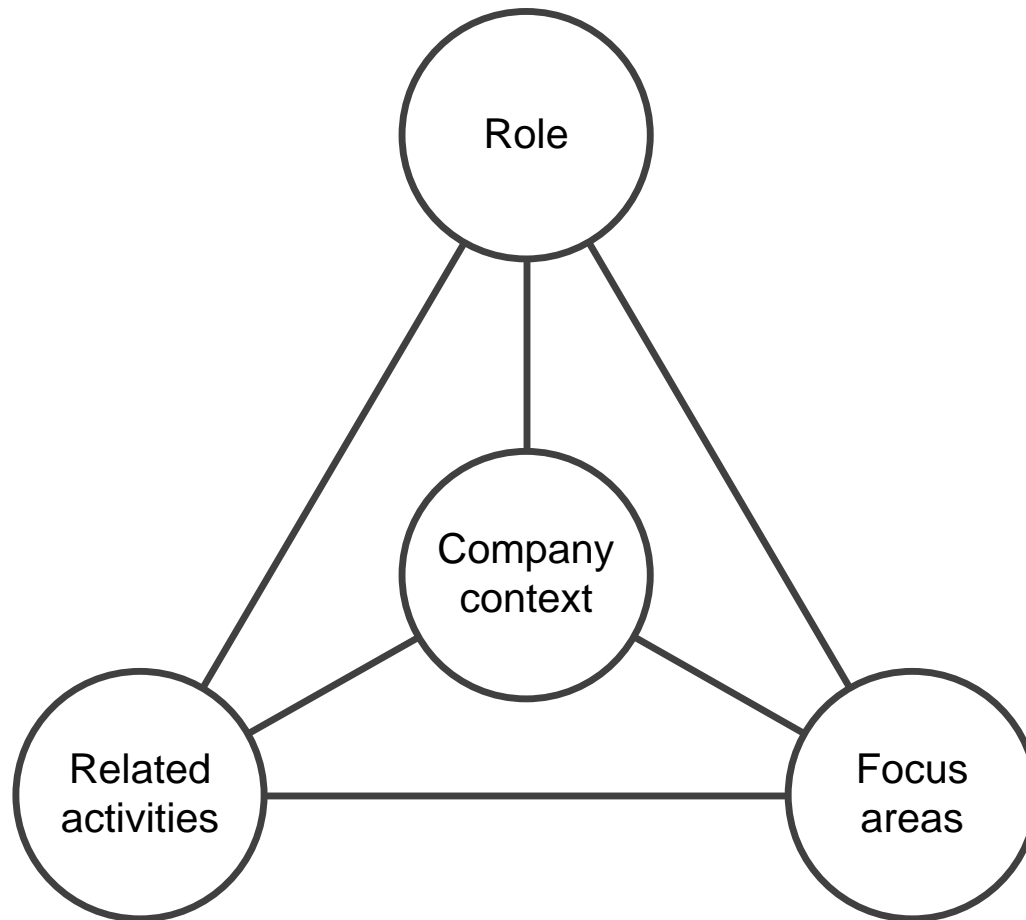
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<b>Business domain, type of product</b>	<b>Size (people)</b>	<b>Founded</b>
<b>International developer and supplier of a wide range of software, integrated solutions and hardware technologies</b>	1800	1990
<b>Developer and provider of telecommunication solutions, software and hardware</b>	800	2007
<b>Integrator and developer of software for SME</b>	350	1994
<b>International provider and developer of interactive media solutions</b>	150	2002
<b>Developer of software tools</b>	120	2000
<b>Developer of software products for servers</b>	15	2009

# Product Management in the organizations



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# Observations



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- Interviewees understand the necessity to have a product manager as a separate role
- Organizations want to establish product management to increase processes predictability and profitability of their products
- Product management activities are fuzzy in the organizations because of the lack of understanding of core processes in product management
- Company context is the main factor affecting product management



# Problems

- Lack of delegation from top management to product managers
- Lack of knowledge about software product management
- Mixing of product and project management



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Thank you!

