

## Call for Contributions

### Submission:

**1. Inform the Chairs:** with the Title of your Contribution

**2. Submission URL:**

<https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=ICIW+2019+Special>

Please select Track Preference as **MPMAD**

Special track

## **MPMAD: Multi-Platform Mobile Application Development: Challenges and Opportunities**

### **Chair and Coordinator**

Prof. Dr. Martin Zimmermann, University of Applied Sciences and Arts, Lucerne, Switzerland

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along with

**ICIW 2019**, The Fourteenth International Conference on Internet and Web Applications and Services

July 28, 2019 to August 01, 2019 - Nice, France

<https://www.iaria.org/conferences2019/ICIW19.html>

The special track Multi-Platform Mobile Application Development: Challenges and Opportunities (MPMAD), held along with the general conference ICIW 2019, taking place during July 28, 2019 to August 01, 2019 in Nice, France. It provides researchers in focused areas the opportunity to meet and present their work, and offer a forum for interaction among the broader community of mobile application development. It is also an opportunity for researchers and practitioners to present and discuss the most recent innovations, results, experiences and concerns in the several perspectives of Multi-platform mobile application development.

In traditional mobile application development, reusability of code is a big challenge due to native apps' non-interoperable code bases, resulting in separate projects and developer environments. Due to the inherent complexity of mobile applications adequate methods are required for the development of maintainable and evolvable applications, e.g. new design patterns and frameworks. Multi-platform development has become a popular alternative for companies without the possibility to deploy specialized mobile applications for each targeted platform. This approach typically not only reduces the development effort but also enables a quicker time-to-market.

Interested authors are invited to submit unpublished work, contributing with research papers, case studies, sample solutions, comparison of multi-platform mobile development solutions, frameworks as well as open research areas. Papers should be original and contain contributions of theoretical or experimental nature or be unique experience reports.

**Topics include, but not limited to:**

- Software engineering issues for multi-platform mobile application development
- Frameworks for multi-platform mobile applications
- Evaluation and comparison of frameworks and cross-platform tools
- Challenges for the mobile development process
- Development costs of multi-platform mobile applications
- Progressive Web Applications
- Javascript Frameworks for multi-platform mobile applications
- Performance Parameters of Mobile App Development Strategies
- End-user perception of multi-platform applications
- Runtimes and Source Code Translators
- Location-based mobile applications and services
- Beacon enabled mobile applications.

### **Important Datelines**

- Inform the Chair (see Contacts below): as soon as you decided to contribute

Submission: June 2, 2019

Notification: June 22 2019

Registration: July 1, 2019

Camera-ready: July 1, 2019

### **Contribution Types**

- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on [www.iaria.org](http://www.iaria.org)]
- Presentations: slide only [slide-deck posted on [www.iaria.org](http://www.iaria.org)]
- Demos: two pages [posted on [www.iaria.org](http://www.iaria.org)]

### **Paper Format**

- See: <http://www.iaria.org/format.html>

- Before submission, please check and comply with the editorial rules: <http://www.iaria.org/editorialrules.html>

### **Publications**

- Extended versions of selected papers will be published in IARIA Journals: <http://www.iariajournals.org>
- Print proceedings will be available via Curran Associates, Inc.: <http://www.proceedings.com/9769.html>
- Articles will be archived in the free access ThinkMind Digital Library: <http://www.thinkmind.org>

### **Paper Submission**

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### **Registration**

- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.
- Registration fees are available at <http://www.iaria.org/registration.html>

### **Contacts**

Chair: Martin Zimmermann, [martin.zimmermann@hslu.ch](mailto:martin.zimmermann@hslu.ch)

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