The ACM/IEEE International Symposium on Empirical Software Engineering and Measurement (ESEM) is the premier conference for empirical software engineering methods and results. A major goal of ESEM is the dissemination of results in both researchers and practitioners communities.

TOPICS OF INTEREST
The ESEM Industry track provides a venue for industry experience reports of potential interest to the researcher and practitioner communities. Industry experience reports describe the stories and outcomes (positive or negative) of evaluating or deploying software engineering technologies, ideas, practices, tools, processes, or methods in an industrial setting. The submission should include information on the context and setting, provide motivation, explain the events leading to the outcomes, including the challenges faced, summarize the outcomes, and conclude with lessons learned, take-away messages, and advice based on the experience described.

SUBMISSION
Papers may be 6 pages in length. An extensive description of related work or background material is not required. All submissions must be written in English and formatted according to the ACM Conference Manuscript Templates for conference proceedings. Any papers exceeding the maximum number of pages given, or are outside the scope of the symposium, or do not follow the formatting guidelines will be rejected without review. All papers must be submitted through https://easychair.org/conferences/?conf=esem2016 in PDF format and by selecting the Industry Track. All submissions will be reviewed by at least two members of the Industry Track Program Committee. Submissions must not have been previously published or concurrently submitted elsewhere.

REGISTRATION
Accepted papers will be published in the conference proceedings and included in ACM and IEEE digital libraries. They must have a minimum of one author registration by the time of the deadline for the camera-ready submission. One registration corresponds to only one paper. For a second (or further) paper by the same author, an additional registration is possible with a 50% discount.

IMPORTANT DATES
Industrial Papers Submission: May 10, 2016
Industrial Papers Notification: June 10, 2016
Industrial Papers Camera-ready: June 30, 2016

ORGANIZATION: Industry Track
Co-Chairs:
Danilo Caivano, SER&Practices s.r.l., Italy
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