Table of Contents

SPECIAL ISSUE ON NEW TECHNIQUES OF SERVICES COMPUTING

GUEST EDITORIAL PREFACE

iv Jia Zhang, Carnegie Mellon University, Mountain View, CA, USA
Hanhua Chen, Huazhong University of Science and Technology, Wuhan, China

RESEARCH ARTICLES

1 An Advertiser-Centric Cooperative Mechanism in Smartphone Advertising Based on Stackelberg Game Analysis
Hong Yao, China University of Geosciences, Wuhan, China
Guang Yang, China University of Geosciences, Wuhan, China
Deze Zeng, China University of Geosciences, Wuhan, China
Chao Liu, China University of Geosciences, Wuhan, China
Qingzhong Liang, China University of Geosciences, Wuhan, China
Chengyu Hu, China University of Geosciences, Wuhan, China

16 Individual Doctor Recommendation in Large Networks by Constrained Optimization
Jibing Gong, School of Information Science and Engineering, The Key Laboratory for Computer Virtual Technology and System Integration of Hebei Province, Yanshan University, Qinhuangdao, China
Hong Cheng, Department of Systems Engineering and Engineering Management, The Chinese University of Hong Kong, Hong Kong, China
Lili Wang, School of Information Science and Engineering, The Key Laboratory for Computer Virtual Technology and System Integration of Hebei Province, Yanshan University, Qinhuangdao, China

29 Fairly Sharing the Network for Multitier Applications in Clouds
Xiaolin Xu, Huazhong University of Science and Technology, Wuhan, China
Song Wu, Huazhong University of Science and Technology, Wuhan, China
Hai Jin, Huazhong University of Science and Technology, Wuhan, China
Chuxiong Yan, Huazhong University of Science and Technology, Wuhan, China

48 A Pagerank-Inspired Heuristic Scheme for Influence Maximization in Social Networks
Bo Zhang, Nanjing University of Posts and Telecommunications, Nanjing, China
Yufeng Wang, Nanjing University of Posts and Telecommunications, Nanjing, China
Qun Jin, China Jiliang University, Hangzhou, China & Waseda University, Tokyo, Japan
Jianhua Ma, Hosei University, Tokyo, Japan

Copyright
The International Journal of Web Services Research (IJWSR) (ISSN 1545-7362; eISSN 1546-5004), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.