

## GUEST EDITORIAL PREFACE

# Special Issue on New Techniques of Services Computing

*Jia Zhang, Carnegie Mellon University, Mountain View, CA, USA*

*Hanhua Chen, Huazhong University of Science and Technology, Wuhan, China*

Services computing is a new cross-discipline and widely accepted paradigm that leverages both science and technology to bridge the gap between business services and IT services. The emergence of new paradigms such as Big Data, Mobile Computing, Cloud Computing, has triggered new trends of services computing techniques to enable larger-scale and more pervasive business services. This special issue includes 19 top papers from both the main conference and five special tracks of the Eighth Asia-Pacific Services Computing Conference (APSCC 2014). A part of 10 papers were published in vol.11, no.4 and vol.12, no.1. This part includes the following 4 research papers:

- In the first paper, “An Advertiser-Centric Cooperative Mechanism in Smartphone Advertising Based on Stackelberg Game Analysis,” Yao et al. design an advertiser-centric cooperative mechanism to help an advertiser to attract cooperation from ad networks;
- In the second paper, “Individual Doctor Recommendation in Large Networks by Constrained Optimization” Gong et al. employ multinomial logistic regression to discover that network connectedness lead to the differences in the growth patterns of online friendships;
- In the third paper, “Fairly Sharing the Network for Multitier Applications in Clouds,” Xu et al. investigate the fairness of the network toward multitier applications. They analyze the potential problems, considering the specific requirements of response time and transactions, construct a fairness model, and build two metrics to evaluate the fairness status of the cloud, and propose a mechanism for improving the status;

- In the fourth paper, “A Pagerank-inspired heuristic scheme for influence maximization in social networks,” Zhang et al. propose a new heuristic algorithm for the influence maximization problem in complex social networks.

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*Jia Zhang  
Hanhua Chen  
Guest Editors  
IJWSR*

*Jia Zhang is an Associate Research Professor at Carnegie Mellon University's Silicon Valley campus. Her recent research interests center on service oriented computing, with a focus on collaborative scientific workflows, Internet of Things, and big data management. She has co-authored one textbook titled Services Computing and has published over 120 refereed journal papers, book chapters, and conference papers. She is now an Associate Editor of IEEE Transactions on Services Computing (TSC) and of International Journal of Web Services Research (JWSR), and Editor-in-Chief of International Journal of Services Computing (IJSC).*

*Hanhua Chen received his PhD degree in 2010 from School of Computer Science and Engineering, Huazhong University of Science and Technology, where he is now working as a professor. His research interests include distributed systems, services computing, online social networks, peer-to-peer systems and wireless sensor networks. He received the National Excellent Doctoral Dissertation Award of China in 2012, the Intel Early Career Faculty Honor Program Award in 2013, and the Excellent Young Scientist Award of NSFC in 2014. He is the PC Co-Chair of the eighth Asia-Pacific Services Computing Conference (APSCC 2014). He is an editor board member of the International Journal of Distributed Sensor Networks (IJDSN) and a young associate editor of Frontiers of Computer Science (FCS). He is a member of the IEEE and ACM.*