

# Table of Contents

## International Journal of Service Science, Management, Engineering, and Technology

Volume 8 • Issue 3 • July-September-2017 • ISSN: 1947-959X • eISSN: 1947-9603

*An official publication of the Information Resources Management Association*

### Research Articles

- 1 Evaluating the Effects of Service Quality, Customer Satisfaction, and Service Value on Behavioral Intentions with Life Insurance Customers in India**  
Rajat Gera, Department of Management and Commerce, Manav Rachna University, Faridabad, Haryana, India  
Sanjiv Mittal, University School of Management Studies, GGS Indraprastha University, New Delhi, India  
Dharminder Kumar Batra, International Management Institute, New Delhi, India  
B Prasad, Department of Management and Commerce, Manav Rachna University, Faridabad, Haryana, India
- 21 Pareto Optimal Solution Selection for a Multi-Site Supply Chain Planning Problem Using the VIKOR and TOPSIS Methods**  
Houssem Felfel, Mechanics, Modeling and Production Laboratory, National Engineering School of Sfax (ENIS), University of Sfax, Sfax, Tunisia  
Omar Ayadi, Mechanics, Modeling and Production Laboratory, National Engineering School of Sfax (ENIS), University of Sfax, Sfax, Tunisia  
Faouzi Masmoudi, Mechanics, Modeling and Production Laboratory, National Engineering School of Sfax (ENIS), University of Sfax, Sfax, Tunisia
- 40 Understanding the Mediation Effect of Cloud Computing Adoption in Indian Organization: Integrating TAM-TOE- Risk Model**  
Rakesh Raut, NITIE, Mumbai, India  
Pragati Priyadarshinee, NITIE, Mumbai, India  
Manoj Jha, NITIE, Mumbai, India
- 60 On the Use of Similarity or Query Languages in Cloud Discovery Based on Ontology**  
Rawand Guerfel, ENIT, Université de Tunis El Manar, Tunis, Tunisia  
Zohra Sbaï, ENIT, Tunis, Tunisia  
Rahma Ben Ayed, ENIT, Université de Tunis El Manar, Tunis, Tunisia
- 79 Big Data and Analytics: Why an IT Organization Requires Dedicated Roles to Drive Sustainable Competitive Advantage**  
Dominik Krimpmann, FOM University of Applied Sciences, Essen, Germany  
Anna Stühmeier, University of Duisburg-Essen, Duisburg, Germany
- 93 An Adaptive Overload Detection Policy Based on the Estimator Sn in Cloud Environment**  
Minu Bala, Department of CS & IT, University of Jammu, Jammu, India  
Devanand Padha, Department of CS & IT, Central University of Jammu, Jammu, India
- 108 A Study of Development and Formation of Personal Information Trust Service in Japan**  
Yutaka Mizuno, Nagoya Institute of Technology, Nagoya, Japan  
Nobutaka Odake, Nagoya Institute of Technology, Nagoya, Japan

### COPYRIGHT

The *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)* (ISSN 1947-959X; eISSN 1947-9603), Copyright © 2017 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.

The *International Journal of Service Science, Management, Engineering, and Technology* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory