

EDITORIAL PREFACE

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This issue of the *International Journal of Web Portals* (IJWP) marks a new stage in the life of the journal. With a renewed Editorial Board and with new topics covered, the new editors will seek to continue and evolve the work of the previous editorial team, always having present the mission of the journal: to be a primary forum for researchers and practitioners to disseminate the evolving theory and practice related to Web portals, providing comprehensive coverage and understanding in its technological, business, organizational, and social dimensions.

The journal serves as means for researchers, developers, and industry practitioners to publish their research and practical experiences in the technological, business, organizational, and social dimensions of Web portals development and applications. Topics currently covered by the journal include (but are not limited to) the following: Business process integration and management; Cloud and grid solutions; Content Management Systems; Customization; e-Commerce and e-Business applications; Evolution of portals; Frameworks for portal design and development; Infrastructures; Mobile technologies and applications; Project management; Resource management, performance issues, and administration issues; Security issues; Semantic Web services and federated architectures in Web portals; Tools

and development environments; User interface issues; Web services.

It is our intent to assure the best value-added for our readers by providing this enriching mixture of contributions, ranging from academic projects and experiences to empirical studies, around this topic of web portals. A topic that suffered a major progress since its inception by the end of the nineties, due to the fast development of Web 2.0, social computing, cloud computing, and many other technologies, as included in the IJWP list of topics, and is today the basis of the business models, while permeating business, society and individuals.

Academics and practitioners are invited to forward their original contributions concerned with all aspects of planning, development, implementation, management, and exploitation of web portals, including literature reviews and case studies. Potential editors are also welcomed for guest editing special issues.

Inside this issue readers will find five contributions to the discussion of several social and technical aspects of web portals, written by 19 authors, that includes internationally renowned and experienced researchers.

In “The Perceived Potential of Business Social Networking Sites”, the authors refer that business social networking is a facilitator of several business activities, such as market

studies, communication with clients, and identification of business partners. This paper traduces the results of a study undertaken with the purpose of getting to know how the potential of networking is perceived in the promotion of business by participants of the LinkedIn network, and presents two main contributions: (1) to disseminate within the business community which is the relevance given to social networking; and (2) which are the social networks best suitable to the promotion of business, to support the definition of strategies and approaches accordingly. The results confirm that LinkedIn is the most suitable network to answer the needs of those that look for professional contacts and for the promotion of business, while innovation is the most recognized factor in the promotion of business through social networking. This study also contributes to a better understanding of the potential of different business social networking sites, to support organizations and professionals to align their strategies with the perceived potential of each network.

In “A Conceptual Model of SOA-Enabled Business Process and its Empirical Study”, the authors state that in today’s strong competitive environment, business processes that answer customer needs are required to be flexible and agile so as not to miss business opportunities and to adopt new market requirements and new trends easily so business activity monitoring is becoming more crucial for enterprises. Although obstacles of the mass of hybrid and complex distributed systems make it an effortful issue, SOA researchers investigate solutions to eliminate them. This study proposes a conceptual model for SOA-enabled business process frameworks to identify components of such systems. The model consists of entities and their relationships represented by UML. The proposed model was tested in an international company where its business processes are well-defined and IT is seen as an important necessity for their implementation.

“Web Personalization Based on Fuzzy Aggregation and Recognition of User Activity” addresses Web personalization based

on the analysis of individual user activity. Human behavior is characterized by uncertainties that should be considered in the personalization algorithms. Fuzzy logic allows taking into account different types of uncertainty. The paper presents a method for Web personalization based on fuzzy aggregation and recognition of user activity. The advantages of this approach are 1) the ability to use two types of fuzzy integrals without using the necessary expert set of fuzzy measures; and 2) covering all stages of the personalization from aggregation of a single user’s query parameters to aggregation of an individual user’s profiles in a single parameter of group of users.

In “An Analysis on SAWSDL and its Implementation Tools” is analyzed the Semantic Annotations for WSDL (SAWSDL) standard. Recently, SAWSDL emerged as a W3C recommendation to add semantics to WSDL components. SAWSDL annotates WSDL components with different semantics in order to automate Web service tasks, such as service discovery, composition, mediation, and invocation. In fact, certain service task requires a specific service semantic that semantically describes the service. As a result, several tools and techniques have emerged to allow users to get maximum advantage of semantic Web service by implementing SAWSDL. In this paper the relationships between SAWSDL and WSDL components were revealed. The direct relationships between SAWSDL components and service tasks through service semantics were investigated and reported. This paper also reviews some well-known tools that are used for SAWSDL implementation.

Finally, in “Web Portal: Total Challenge”, the idea of a new Web Portal to support one or more serious games it is presented. The Web is an extraordinary success, for its simplicity. This simplicity has brought disadvantages, because with vast amounts of information available, the search is a difficult, time-consuming and sometimes inefficient task, creating the need for a strategic information management. To overcome this need were created “portals”. The characteristics of portals differ from each other,

which made them appear different definitions. Also arose several classifications of portals, one of which considers three dimensions to classify them: the scope of content, the aim of the portal and the range of its intended users. With this work we intend to build a Web Portal to support serious games. A database is shared with the Web Portal. This portal will serve to make an interface between the user and the games, for the dissemination and support of these and as a platform for managing and monitoring results.

Before finishing this editorial preface, we would like to take this opportunity to express our gratitude to IGI Global for choosing us to lead the journal, and for the excellent support

of their team of professionals. We would like also to thank all the members of the Editorial Board, for their commitment and for sharing their knowledge and experience in the support of the decision-making process. Finally, we would like to express our gratitude to all the authors who submitted their work, for their visions and excellent contributions.

We hope you will find here an interesting and a valuable source of knowledge and ideas.

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Maria Manuela Cruz-Cunha is currently an Associate Professor in the School of Technology at the Polytechnic Institute of Cavado and Ave, Portugal. She holds a Dipl. Eng. in the field of Systems and Informatics Engineering, an MSc in the field of Computer Integrated Manufacturing and a Dr.Sci in the field of Production Systems Engineering. She teaches subjects related with Information Systems, Information Technologies and Organizational Models to undergraduate and post-graduate studies. She supervises several PhD projects in the domain of Virtual Enterprises and Information Systems and Technologies. She regularly publishes in international peer-reviewed journals and participates on international scientific conferences. She serves as a member of editorial board and associate editor for several international journals and for several scientific committees of international conferences. She has authored and edited several books and her work appears in more than 120 papers published in journals, book chapters and conference proceedings. She is the co-founder and co-chair of the international conferences: CENTERIS – Conference on ENTERprise Information Systems and ViNOrg - International Conference on Virtual and Networked Organizations: Emergent Technologies and Tools.

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