Editorial Preface

Know and Serve Your Customers

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This regular issue of the International Journal of Web Services Research (IJWSR) collects five articles.

The first article entitled *A Method for Aggregating Ranked Services for Personal Preference based Selection* recognized that users' service requests may result in ranked lists of services that partially meet their needs due to conflicting non-functional attributes, and the resultant multiple ranked lists of services that partially satisfies the user's request makes it challenging for the user to choose an optimal service, based on his/her preference. Kenneth K Fletcher proposed a method that aggregates multiple ranked lists of services into a single aggregated ranked list, where top ranked services are selected for the user. This work used real-world airline services as examples to evaluate the proposed approach.

The second article entitled *A Qualitative Approach to Understand Consumer Groups and Decision-Making Process in Online Group Buying: An Exploratory Study* used a qualitative approach to segment consumers in online group buying context. In their study, 58 participants who have online group buying experience were interviewed and a cluster analysis was conducted on the interview data. Xiao *et al.* found three sub-groups of consumers: economic shoppers, balanced shoppers, and destination shoppers. A hierarchical decision-making process model was developed for different sub-groups of consumers. The results showed that these three sub-groups of consumers are different in terms of their decision-making process.

In the third article entitled *A Novel Multi-Layer Classification Ensemble Approach for Location Prediction of Social*, Hussain et al. proposed a novel Multi-Layer Ensemble Classification scheme to handle the challenges of location-prediction in the circumstance where information-disclosure by social-users has increased enormously. Their method worked on un-weighted/weighted majority voting, using a novel weight-assignment function. Base learners are selected based on their individual performances for training the model, which can be used for check-in-based location-classification of social-users. The proposed model is implemented on Foursquare datasets.

In the fourth article entitled *An E-negotiation Agent for an E-tourism Platform*, Bouyakoub et al. presented an electronic negotiation agent, which are integrated within a multi-agent system for an electronic tourism platform. The e-negotiation process is based on a winner-winner approach, using a bargaining protocol. With the proliferation of services, the task of searching for relevant services

becomes more and more difficult. Thus, the authors also proposed a search agent to find tourism services corresponding to the client request and profile.

The fifth article entitled *Parameter Tuning for S-ABC$_{PK}$: An Improved Service Composition Algorithm Considering Priori Knowledge* aims to give the effective clues on how to set the value of parameters in S-ABC$_{PK}$ algorithm, an improved Artificial Bee Colony (ABC) algorithm for QoS-aware service composition, without tedious attempts. Liu et al. extracted features from historical service composition problems and service candidate sets, and adopted artificial neural network to learn the dependency between these features and value ranges of parameters. Finally, the learned dependency is utilized to predict the algorithm parameter setting for a specific service composition problem.

About Editor-in-Chief

Liang-Jie (LJ) Zhang received his Ph.D. on Pattern Recognition and Intelligent Control from Tsinghua University. Currently, he is the Chief Technology Officer (CTO) and Senior Vice President of Kingdee International Software Group Company Limited. Dr. Zhang has published more than 160 technical papers in journals, book chapters, and conference proceedings. He has 50 granted patents. He was elected as an IEEE Fellow in 2011, and in the same year won the Technical Achievement Award "for pioneering contributions to Application Design Techniques in Services Computing" from IEEE Computer Society. He has served as the President of Shenzhen Big Data Alliance since 2013. Dr. Zhang is the Editor-in-Chief of the International Journal of Web Services Research (IJWSR).

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