

## Call for Papers

# GECON 2014

The 10<sup>th</sup> International Conference on Economics of Grids, Clouds, Systems, and Services

<http://www.gecon-conference.org/gecon2014>

Cardiff, UK

September 16 – 18, 2014

### Scope

GECON solicits works that are interdisciplinary, combining business and economic aspects with engineering and computer-science related aspects. Works can describe extensions to existing technologies, successful deployments of technologies, economic analyses, analysis of technology adoption, and theoretical models. We welcome papers that combine micro- and macro-economic principles with resource management strategies in computer science and engineering. Case studies that demonstrate practical use of economic strategies and their benefits (and limitations) are particularly encouraged. The purpose of this event is to gather original work and build a strong multidisciplinary community in this increasingly important area of a future information and knowledge economy.

### Important Dates

- Paper Submission **Deadline: July 16<sup>nd</sup>, 2014**
- Notification of Paper Acceptance: August 5<sup>th</sup>, 2014
- Camera Ready Paper Deadline: August 26<sup>th</sup>, 2014

### Publication and Submission Guidelines

- Original full papers and work-in-progress papers, which are not currently under review by another conference, will be considered.
- Submitted papers should not exceed 14 pages in Springer LNCS format (including references and appendices). For further details, visit the GECON 2014 Web page.
- Manuscripts will be reviewed based on technical merit, originality, and relevance. Past acceptance rates have been below 33%.
- Paper submissions are managed electronically through the EasyChair Website (<http://www.easychair.org/conferences/?conf=gecon2014>)
- The proceedings will be published by **Springer LNCS**. Extended versions of up to 5 accepted papers in the Computer Science field will be invited for publication by **Elsevier in a special issue of the Journal of Future Generation Computing Systems**. For papers targeting pure business and economic aspects within the conference, a special issue of the **Springer Electronic Markets Journal** with up to 5 papers is foreseen.

### GECON History

GECON 2014 follows the very successful previous editions (<http://www.gecon-conference.org>), where high-quality technical papers have been presented.

### Conference Chairs

Jörn Altmann (Seoul National University, Korea)  
Kurt Vanmechelen (University of Antwerp, Belgium)  
Omer F. Rana (Cardiff University, UK)  
José A. Bañares (University of Zaragoza, Spain)

### Steering Committee

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### Program Committee

The list of program committee members can be found at <http://www.gecon-conference.org/gecon2014/committees>

### Topics of Interest

The way in which IT resources and services are being provisioned is currently in flux. Advances in distributed systems technology have allowed for the provisioning of services on an unprecedented scale and with increasing flexibility. Businesses have started to embrace models based on this technology wherein third-party services, which can be acquired with minimal service provider interaction, replace or complement those services that are managed internally. However, enterprises, academia, and policy makers have only started to grasp the economic implications of this evolution.

As a global market for infrastructure, platform, and software services emerges, the need for understanding and dealing with these implications is quickly growing. In addition, a multitude of new challenges arise. These are inherently multidisciplinary and relate to aspects such as the operation and structure of service markets, the alignment of cost, revenue and quality-related objectives when taking on a service consumer or provider role, the adoption of these new technologies on a wide scale, the creation of innovative business models, and the optimization of value chains.

These challenges do not exclusively emerge in the IT field. An example is the coordinated operation of the next generation smart electricity grids that are characterized by distributed generation facilities, new consumption patterns, and opportunities for trans-active energy. The alignment of IT with social networks in order to increase efficiency as well as collect and analyze user data is another.

GECON invites researchers and practitioners from industry to present and discuss economics-related issues and solutions associated with these challenges.

The topics of interest are:

- Analysis of software industry and cloud computing industry
- Market mechanisms, auctions models, and bidding languages
- Decision support for providers, service selection, and procurement
- Revenue and energy-aware resource management
- Pricing schemes and revenue models
- Capacity planning
- Resource allocation and scheduling
- Automated trading and bidding support tools
- Incentive design and strategic behavior
- Development of sustainable infrastructures
- Desktop grids, volunteer computing and crowd-sourcing
- Economic modeling of networks, systems, software, and data
- Business models and strategies
- Service value chains and value networks
- Metering, accounting, and billing
- Negotiation, enforcement and monitoring of SLAs
- Trust, reputation, security, and risk management
- Performance monitoring and prediction
- Reports and analysis on operational markets and testbeds
- Techno-economic analysis
- Standardization and legal aspects
- Cost modeling, cost-benefit analysis, game theory
- Smart electricity grids
- Social network systems
- IaaS, SaaS, PaaS
- Services Science
- Technology acceptance models
- Benefits to small and medium-sized enterprises