

**Call for Papers – GECON 2015**  
**The 12th International Conference on Economics of Grids, Clouds, Systems and Services**  
<http://www.gecon-conference.org/gecon2015>  
**15-17 September 2015, Cluj-Napoca, Romania**

**Scope**

GECON solicits contributions that are interdisciplinary, combining business and economic aspects with engineering and computer-science related themes. Contributions to this conference can include extensions to existing technologies, successful deployment 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: ~~June 15<sup>th</sup>, 2015~~ **July 9<sup>th</sup>, 2015**

Notification of Paper Acceptance: **July 31<sup>st</sup>, 2015**

Camera Ready Paper Deadline: **August 15<sup>th</sup>, 2015**

**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 2015 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 (<https://easychair.org/conferences/?conf=gecon2015>)

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 2015 follows the very successful previous editions (<http://www.gecon-conference.org>), where high-quality technical papers have been presented.

**Conference chair**

Gheorghe Cosmin Silaghi (Babes-Bolyai University, Romania)

**Conference Vice-chairs**

Jörn Altmann (Seoul National University, South-Korea)

Omer F. Rana (Cardiff University, UK)

**Steering Committee**

Jörn Altmann (Seoul National University, South-Korea)

Jose Angels Banares (Zaragoza, Spain)

Steven Miller (Singapore Management University, Singapore)

Omer F. Rana (Cardiff University, UK)

Gheorghe Cosmin Silaghi (Babes-Bolyai University, Romania)

Kurt Vanmechelen (University of Antwerp, Belgium)

### Topics of Interest

The way 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. At the same time, business and academia have started to embrace a model wherein third-party services that can be acquired with minimal service provider interaction, replace or complement those that are managed internally. Organizations have only started to grasp the economic implications of this evolution.

As a global market for infrastructure, platform and software services emerges, the need to understand and deal 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 the service market, the alignment of cost, revenue and quality-related objectives when taking on a service consumer or provider role, and the creation of innovative business models and value chains. These challenges emerge in other service domains as well, for example in the coordinated operation of the next generation electricity grids that are characterized by distributed generation facilities and new consumption patterns.

GECON invites researchers and practitioners from academia and industry to present and discuss economics-related issues and solutions associated with these developments and challenges. Contributed work can comprise extensions to existing technologies, successful deployments of technologies, economic analysis, and theoretical concepts. 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 economy.

### Tracks

GECON 2015 will have the following tracks. Authors are encouraged to choose one track most relevant to their submission. Track chairs can also reallocate papers if they are more relevant elsewhere:

1. **Economics of Big Data** (Track Chairs: *Dan Ma, Singapore Management University, Singapore; Maurizio Naldi, Universita di Roma Tor Vergata, Italy*)
2. **Smart Grids** (Track Chairs: *Jose Angel Banares, Universidad de Zaragoza, Spain; Karim Djemame, University of Leeds, UK*)
3. **Community Nets and the Sharing Economy** (Track Chairs: *Felix Freitag, Universitat Politecnica de Catalunya, Spain; Dražen Lučanin, Vienna University of Technology, Austria*)
4. **Efficient Resource Allocation and Service Level Agreements** (Track Chairs: *Gheorghe Cosmin Silaghi, Babes-Bolyai University, Romania; Gilles Fedak, INRIA, University of Lyon, France*)
5. **Economics of Software & Services** (Track Chairs: *Daniel S. Katz, University of Chicago & Argonne National University, USA; Neil Chue Hong, University of Edinburgh, UK*)
6. **Economics of Service Composition, Description and Selection** (Track Chairs: *Mathias Slawik, Technical University of Berlin, Germany*)
7. **Economic Models of Networked Systems** (Track chairs: *Frank Pallas, Technical University of Berlin; Valentin Robu, Heriot-Watt University Edinburgh, UK*)
8. **Legal Issues** (Track Chairs: *Nikolaus Forgo, University of Hannover, Germany; Eleni Kosta, Tilburg University, Netherlands*)
9. **Economic and Societal Impact** (Track Chairs: *Alfonso Alfonsi, Danielle Mezzana, Claudia Colonnello, Laboratorio di Scienze della Cittadinanza, Italy*)