Greetings from the Chairs


Service computing is a new cross-discipline that covers the science and technology needed to bridge the gap between Business Services and IT Services. The goal of services computing is to develop new computing technology and thereby enable more advanced IT services to support business services more efficiently and effectively. APSCC is a forum for researchers and industry practitioner to exchange information regarding advancements in the state of art and practice of IT-Driven Business Services and Application Services, as well as to identify emerging research topics and define the future directions of services computing.

With the enthusiastic support from our academic and industry communities, the paper submissions we received this year are more than three hundreds, though it is the first conference of APSCC. We must thank the members of our program committee for their tireless efforts, together with those of our reviewers, to select one hundred papers for presentation and poster in the conference. The large number of contributions and the constraint of our program schedule mean we have to be more selective and disappoint some contributors whose papers we would otherwise have accepted. On the other hand, the more competitive acceptance rate has helped our conference reach a high level of standard.

This year is the starting in our APSCC history, which would not have been possible without your support, and the great efforts of our organizing team. So, we would like to extend our heartfelt thanks to our co-sponsors, conference committee, program committee, reviewers, and the many other colleagues who have contributed in difference ways to the success of this event. We would also like to thank all our authors and participants without whom this cannot be a success.

We hope you will enjoy your stay here in Guangzhou, a city which has been one of the frontier cities of China economic revolution, an energetic outstanding travel city in China. And we hope you will find this conference rewarding and will continue your great support for the APSCC in the future.

General Conference Co-Chairs: Chung-Jen Tan and Ling Zhang  
Steering Committees Co-Chairs: Hai Jin and Liang-Jie Zhang  
Program Co-Chairs: Ming-Chien Shan and Shoubin Dong