Call for Papers
GECON 2012
The 9th International Conference on Economics of Grids, Clouds, Systems, and Services
http://www.gecon-conference.org/gecon2012

Berlin, Germany
November 27– 28, 2012

Conference Chairs
Jörn Altmann (Seoul National University, Korea)
Matthias Hovestadt (TU Berlin, Germany)
Omer F. Rana (Cardiff University, UK)
Kurt Vanmechelen (University of Antwerp, Belgium)

Steering Committee
Jörn Altmann (Seoul National University, South-Korea)
Kurt Vanmechelen (University of Antwerp, Belgium)
Rajkumar Buyya (University of Melbourne, Australia)
Junseok Hwang (Seoul National University, South-Korea)
Hing-Yan Lee (National Grid Office, Singapore)
Jysoo Lee (Kisti, South-Korea)
Steven Miller (Singapore Management University, Singapore)
Dirk Neumann (University of Freiburg, Germany)
Omer F. Rana (Cardiff University, UK)
Daniel Veit (University of Mannheim, Germany)

Program Committee
The list of program committee members can be found at
http://gecon2012.gecon.info/committees.html

Important Dates
- Paper Registration **Deadline: August 1st, 2012**
- Paper Submission **Deadline: August 12th, 2012**
- Notification of Paper Acceptance: September 23rd, 2012
- Camera Ready Paper Deadline: October 7th, 2012

Publication and Submission Guidelines
- Original, high-quality papers and works in progress, 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 2012 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=gecon2012)
- The proceedings will be published by **Springer LNCS**.
- Extended versions of 8-10 accepted papers 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 post publication track in a special issue of the **Springer Electronic Markets journal** is intended (final approval is pending).

GECON History
GECON 2012 follows the very successful previous editions (http://www.gecon-conference.org), where high-quality technical papers have been presented.

Scope
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. 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 multi-disciplinary 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 multi-disciplinary community in this increasingly important area of a future information economy.

Researchers are invited to present final results or work in progress on:
- Market mechanisms, models, and bidding languages
- Decision support for providers, service selection and procurement
- Revenue and energy-aware resource management & scheduling
- Pricing schemes and revenue models
- Capacity planning and market-oriented resource allocation
- Automated trading and bidding support tools
- Incentive design and strategic behavior, and game theory
- Development of sustainable infrastructures
- 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 and reputation in inter-domain Clouds
- Security and risk management
- Performance monitoring and prediction
- Reports and analysis on operational markets and testbeds
- Standardization and interoperability policies
- Legal aspects
- Techno-economic analysis
- Cost modeling, cost-benefit analysis
- Smart Grids
- IaaS, SaaS, PaaS
- Services Science
- Data center organization
- Service placement in Clouds and service composition
- Software development and organization
- Cost of fault-tolerance mechanisms
- Governance structures and regulatory mechanisms for Clouds
- Cloud federation and brokers