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Keynote Address



Supported by





Dr. Zakaria Maamar

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Keynote 1: Social Web Services

Service-Oriented Architecture (SOA) and its implementation technology known as Web services have greatly changed the way software engineers develop today's enterprise applications. Organizations can now have an operative presence on the Internet through initially Business-to-Customer (B2C) Web services and later Business-to-Business (B2B) Web services. The widespread use of Web services has raised important issues that some remain unresolved, such as where to advertise Web services for better and immediate exposure, how to discover Web services with respect to users' needs, how to trust Web services when they are found, and how to replace Web services when they fail.

The research community continues to address these issues in a formal way without taping into the potential of Web 2.0. Web 2.0 has given the Internet a major push by capitalizing on the willingness of users to share, collaborate, and recommend. These various forms of interaction illustrate to a certain extent the principle of "I offer services that somebody else may need" and "I require services that somebody else may offer" upon which SOA is built. Service offerings and requests illustrate how people behave in today's society imposing a social dimension on the exploitation of Web services.

Social Web services are the result of blending social computing with service computing. On the one hand social computing is about collective action, content sharing, and information dissemination at large. On the other hand, service computing is about service offer and request, loose coupling, and cross-organization flow. Social Web services "know" with whom they worked in the past and with whom they would like to work in the future. These two elements constitute the "memory" of Social Web services and show the collective action of a group of social Web services that share respective experiences when developing complex value-added services. In this presentation we review the research progress in the field of Social Web Services and discuss our latest research endeavors to build networks of social Web services, discover social Web services using these networks, and last but not least label social Web services with social qualities like selfishness and fairness.



Mr. Ahmed Adly
Senior Director,
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Keynote 2: Cloud Computing from Industrial Perspective



Dr. Khaled Salah

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Sharjah, UAE

Keynote 3: The Cloud as a Platform for Teaching and Research

Cloud computing has become prevalent today and is being utilized by many organizations in government, industry as well as academia. For teaching and training, the cloud can be an attractive, cost effective alternative to physical labs. The cloud can offer virtual labs with abundant on-demand virtual machines that can be rapidly launched and configured to provide necessary hands-on lab exercises. For research, the cloud can be used as a powerful high performance computing platform with almost infinite amount of storage and compute power to run scientific applications. In this talk, we share our experience in using the cloud to empower students with practical skills when teaching computer networks and cyber security courses. In addition, we describe how we used the cloud to execute highly parallel scientific simulations and applications.



First Technical Session:
(ICNGCCT 2015)

Expansion of e-commerce on the Polish Commercial Insurance Market

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Abstract— Nowadays it seems that in Poland most companies from the insurance sector are still functioning typically in a traditional way, which means that their customers are served typically by their own offices and other external structures (e.g. insurance agents, brokers and other dealers). Many other economy sectors are using Internet in a much more organized and complex way, developing more courageously toward more sophisticated e-commerce strategies.

The aim of the article is, from one hand, to raise some questions and to identify how e-commerce based on the use of the Internet affects the development level of insurance companies in Poland. On the other hand it aims also at describing the basic ways of Polish insurance companies engagement in e-commerce and evaluating the existing situation regarding this matter.

Index Terms— Polish insurance market, e-commerce, e-business

I. INTRODUCTION

Nowadays the processes of liberalization and globalization of markets and economic activities are accelerated by the rapid development of ICT [1], which caused that many companies, more courageously enter the world of e-business and e-commerce. However this development does not occur evenly between different countries as well as across various sectors of national economies.

In Poland the development of Internet applications in business was hindered primarily by the technical limitations of network bandwidth, which caused congestion and delays in data transmission. However, the rapid development of transmission techniques as well as large investments in infrastructure had dropped most of the obstacles that have prevented the existence of companies in the Internet in the desired size and shape.

This fact was one of the reasons, that insurance sector (next to the banking sector) in many well-developed countries, was one of the pioneers in the use of e-commerce. In Poland, however, insurance companies were not very interested in getting into the area of e-commerce.

Those which are trying to do it, make it only in a limited extend, developing only selected on-line tools and often even not pursuing any clear market strategy.

For this reason the author poses the following research hypotheses: e-commerce based on the Internet and on online services offers development opportunities for insurance companies.

In relation to the pursued objective and accepted hypothesis the following research questions should be scrutinized and eventually answered:

- what opportunities offers e-commerce for insurance companies?
- what kind of specific on-line instruments for customers should companies from the insurance sector develop?
- and finally, why is the insurance sector in Poland using e-commerce solutions only in a limited way?

In order to answer the raised questions it seems that several research methods should be used. Most of all induction and deduction methods as well as comparisons with other economic branches.

In addition, one should use various literature resources on the:

- issues of insurance theory,
- issues related to the development of e-commerce,
- and references describing both of the above mentioned issues directly.

However, taking into account the limited space for consideration not all the above mentioned methods will be used within this short paper.

Nevertheless, the identification of the mentioned issues and improvement of knowledge in this area should support the development of e-commerce as well as expanding the scale of profits made at the microeconomic and macroeconomic level by using this form of trade in the Polish insurance sector.

II. BASIC E-COMMERCE STRATEGIES FOR INSURANCE COMPANIES

Observation of e-commerce utilization on the Polish insurance market shows that the companies business activities could be measured by:

- the way of e-commerce engagement. According to this factor, one can divide insurance companies:
 - selling services only through electronic channels;