SERVICE RESEARCH AND INNOVATION INSTITUTE

4th Annual SRII Global Conference

Driving Research and Innovation for IT-Enabled Service for a Better World

The Service Research and Innovation Institute (SRII) will host the 4th Annual SRII Global Conference on
June 7—10, 2015
at the

Fairmont Hotel in
San Jose, California, USA

SRII (Service Research & Innovation Institute) is a Global IT Research and Innovation Institute with the mission to "Innovating the Digital Economy & Services for a Better World" (www.thesrii.org).

SRII members include key leaders from major industries, academia, research, startups, government and other key professional organizations from around the world.

SRII global initiatives include the following:

- Annual SRII Global Conference in Silicon Valley, CA and SRII Regional Summits in India, Europe, and Asia to help define and drive IT Innovation agenda for major sectors of global economy
- Driving IT Innovation in Cloud Computing, Mobile Services, Big data/Analytics, Social Networking, and Security for major sectors of service economy such as Healthcare, Finance, Telecom, Retail, Energy, Government Services, Transportation, Retail/E-Commerce, Manufacturing, Transportation, Education, Agriculture and etc.
- Building key SRII focus groups on specific initiatives in partnership with major organizations
- Building a Global platform for Start-ups and Entrepreneurs for sharing their innovating solutions
- Building partnerships with global research organizations for driving specific research initiatives
- Driving Innovation in Education System and building Entrepreneurship program at major universities around the world

- Driving Government policy/regulations related to IT Innovation for major sectors of economy

Program Highlights

The Annual SRII Global Conference is a unique forum for organizations and researchers from around the world to share their work and build team work for driving innovation for IT-Enabled Services for major sectors of global economy.

The Global Conference also reinforces organizational alignment and partnership with SRII India, SRII Asia, SRII Europe and various SRII Focus groups (SIGs).

Features of the 2015 Conference include:
- An increase in *Invited Papers* around specific topics and themes
- Parallel tracks of *Research Paper* presentations
- Participation by U*niversity Students*
- Participation by *Industry Leaders* and *Start-up IT Companies*
- A *Hackathon*
- A final *Gala Event* for networking and socializing
- *Panel Sessions* addressing salient topics in IT-enabled service.
- *Keynote Speakers* from leading Silicon-Valley companies, international government agencies and leading researchers.
- *Innovation Showcase* to display the cutting-edge products and services of leading IT companies and start-ups.
- Special Event at *UC Berkeley* -- Building Entrepreneurship Program/Curriculum.

Topics

We welcome unpublished papers that are not under review by any other conference or journal. Authors are invited to submit contributions presenting research results, state-of-the-art concepts, practical standards, running experiments, implementations, applications, and industrial case studies. All conference tracks are open to both scientific and industry contributions. Topics of interest include, but are not limited to:

➢ Cloud Computing:
  - Models—IaaS, PaaS, SaaS,
  - Cloud types: Public vs Private vs Hybrid Cloud,
  - Cloud Security
➢ Mobile Service:
  - Mobile Networks/Platforms/Devices/
  - Mobile Services/Security
➢ IoT:
  - IoT Technology/Architecture/Reference model/M2M
  - IoT Economy/Ecosystem/Business Process,
  - IoT Applications, IoT Security
➢ Cyber Security:
  - Information Privacy/Security
  - Security solution at Network layer, Data layer, Application Layer
➢ Big Data:
  - Big data platforms—Consumer vs Industrial
  - Data Mining—Structure Vs Unstructured data
  - Data Analytics technologies/Applications
➢ Consumerization of IT
  - BYOD: advantages/risks/governance
  - CIOs new role
  - Technology Vs Business management
➢ Innovating Technical Computing
  - Computing requirements for major industry verticals
  - Ecosystem partnership
➢ IT Innovation for Healthcare Service:
  - Disruptive changes in Healthcare (EHRs, HIE, alternative financing)
  - Healthcare data analytics
  - Quality of Care/Consumer experience
  - Healthcare affordability
  - Mobile Healthcare
➢ Innovating Education System:
  - MOOCs,
  - Entrepreneurship Programs/curriculum
  - Revamping K-12 Education
➢ Smarter Cities
  - Smart transportation
  - Green Digital Cities
➢ E-Commerce
  - Architecture/Platforms/Applications
  - New Business models
➢ IT Innovation for Agriculture and Food Safety:
  - Cloud Architecture for Smart Farming
  - IT Services for Smart Farming & Food Safety
➢ IT Service Management:
  - Service Innovation/Engineering/Quality (SIEQ)
  - New Service Models/Methods/Tools/Metrics/ Standards
  - Service Analytics

Paper Submissions

The planning for the SRII Global Conference 2015 is well underway. At this point the Planning Committee and Track Chairs are interested in filling out paper sessions with high-quality presentations. Hence, we submit this final call for papers. If you wish to include a paper in the SRII Global Conference 2015, please submit your paper directly to the Program Chair, Ralph Badinelli (ralphb@vt.edu) and indicate the track or subject area that is most appropriate for your paper. See the SRII web site, www.thesrii.org, for submission details.

Virtual paper presentations
For those authors who are located far from the Conference location and for whom the travel to the Conference is prohibitively expensive or problematic, we are excited to offer the option of virtual presentations. A virtual presentation requires three actions by the authors:
1. *Submission of a paper to the Program Chair.*
2. *Submission of a video file (MP4, YouTube) of the presentation of the paper.*
3. *Following the Conference Twitter account during the Conference in order to answer questions about the presentation from the Conference attendees.*

Important Dates
Full paper submission – *send to Program Chair Ralph D. Badinelli*

Questions: Submit questions to Program Chairs,
Ralph Badinelli, ralphb@vt.edu
Freimut Bodendorf, bodendorf@wiso.uni-erlangen.de
Seishi Ninomiya, snino@isas.a.u-tokyo.ac.jp
Babis Theodoulidis,
babis.theodoulidis@manchester.ac.uk

Details about SRII and the 4th Annual SRII Global Conference will be posted at
http://www.thesrii.org/

Organization

SRII Global Conference 2015 program details will be finalized over the next few weeks.

Leadership team includes:

Conference General Chairs:
* Kris Singh: SRII President

Conference Steering Committee include the following Senior Leaders (SRII Sponsors/Partner Organizations):
* Prith Banerjee: Managing Director of Global Technology Research, Accenture
* Yan Chow: Director of Innovation & Advance Technology, Kaiser Permanente, CA
* Martin Duursma: CTO Office Chair & Vice President of Citrix Labs, Citrix
* Mark Gorenberg: Founder and Managing Director of Zetta Venture Partners, Silicon valley, CA
* Rajeeb Hazra: Vice President of Intel Architecture Group and General Manager of Technical Computing, Intel
* Shiang Long Lee: Executive Director, Institute for Infocomm Research, A-STAR, Singapore
* Manjoj Leelanivas: CEO at Cyphort, Silicon Valley, CA
* Geng Lin: CTO of Corporate Networks, Google
* Grace Lin: Vice President and Director General Advanced Research Institute, Institute for Information Industry (III), Taiwan
* Ikhlaq Sidhu: Founding Director and Chief Scientist of CET and Faculty Director, Engineering Leadership Professional Program (ELPP), UC Berkeley, CA
* Maya Strelar-Migotti: Vice President of IP & Broadband Development and Head of Ericsson Silicon Valley, Ericsson
* Jeff Welser: Vice President & Lab Director, IBM Almaden Research Center, IBM

Conference Program Committee include the following:
* Rama Akkiraju: Director & IBM Distinguished Engineer, IBM Cloud Market Place
* Ralph Badinelli: Professor at Viginia Tech
* Pere Botella: Professor, UPC, Spain
* Tung Bui: Chair Professor and Director at University of Hawaii
* Yan Chow: Director of Innovation, Kaiser-Permanente

* Peter Denning: Computer Scientist and Distinguished Professor at Naval Postgraduate School, CA
* Kemal Ebcioglu: CEO, Global Supercomputing Corp.
* Debra Goldfarb: Director of Strategy, Intel
* Freimut Bodendorf: Professor at University of Erlangen, Germany
* Sandeep Gopisetty: IBM Research Distinguished Engineer, IBM Almaden Research Center, CA
* Masayuki Hirafuji: Professor at Tsukuba University, Japan
* Kiyoshi Honda: Professor at Chubu University, Japan
* Asanee Kawtrakul: Professor at University of Kasetsart /NECTEC, Thailand
* Andy Kogelnik: CEO, Open Medicine Institute
* Dean Lane: Chair, Office of CIOs
* Jay Lee: Chair Professor/Director, NSF I/UCRC at Univ. of Cincinnati
* Cyndy Nayer: CEO, Center of Health Engagement
* Christos Nikolaou: Professor, University of Crete, Greece
* Seishi Ninomiya: Professor at University of Tokyo
* Srinivas Padmanabhuni: Infosys Labs
* Sunil Patil: Director, SITM, India
* Sanjoy Paul: Managing Director, Accenture Technology Labs India
* Alexander Pflaum: Head of Supply Chain, Fraunhofer Research Institute, Germany
* Sharad Singhal: Director of Data Analytics, HP Labs
* Kang Sun: Professor & Vice President, Advance Industrial Technology Research Institute, Shanghai University, China
* Kal Takru: Institute for Infocomm Research, ASTAR, Singapore
* Jo Yew Tham: Institute for Infocomm Research, ASTAR, Singapore
* Babis Theodoulidis: Professor at Manchester University, UK
* Shusaku Tsumoto: Physician and Professor at School of Medicine, Shimane University, Japan