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Preface

Welcome to the 8th International Conference on Service Oriented Computing (ICSOC 2010), held in San Francisco, December 2010. These proceedings represent high-quality research and industry papers, tutorials, demos, and posters that showcase new developments in service oriented computing and related fields.

Since the first meeting in beautiful Trento in 2003, ICSOC has become the premier conference in the rapidly evolving areas of service research. While keeping its roots in scientific excellence and technical depth of service technology, ICSOC 2010 aimed to combine technical aspects of service computing with application and business-oriented aspects of service design, following the recent emergence of service science as an interdisciplinary foundation for understanding and integrating service systems. Located in the center of technology innovation, the San Francisco Bay Area, this year's ICSOC, through its Local Advisory Board, reached out to local industry and academia for keynotes and panels on current topics and to connect technical invention with commercial innovation.

The Program Committee faced some tough decisions this year. We received 238 submissions, signalling a growing community of researchers and practitioners working in this multidisciplinary field. All papers were considered carefully by the Program Committee in originality, novelty, rigor, and relevance. In the end, 33 full research papers and three full industry papers were selected, resulting in an acceptance rate of 15%. An additional 18 submissions were accepted as short papers. There were also three PhD symposium posters and four regular posters accepted. Paper and poster presentations were complemented by tutorial and demo programs. All represented the state of the art in service oriented computing.

We were fortunate to work with some 100 Program Committee members on paper selection. Without their expertise and dedication, these proceedings—and this conference—would not have been possible. The high-quality papers resulted from the joint effort of these researchers, who each carefully read, commented on, and corresponded over many submissions. We thank them for their hard work.

We were privileged to work with many talented and dedicated colleagues on the Organizing Committee and the Local Advisory Board, particularly Bernd Kraemer, Registration Co-chair, Marcelo Fantinato, Publications Chair, Matthias Weidlich, Publicity Chair, and Maja Vukovic, Web Chair. We apologize that we cannot list all who helped. Please find the complete list in the proceedings.

A special thanks goes to the authors, keynote speakers, panelists, and tutorial speakers, who together made the conference happen. And of course, our biggest thanks goes to the participants, who make the conference worthwhile. It is our great pleasure and privilege to present these proceedings. We hope you find the volume inspiring for years to come.

December 2010

Heiko Ludwig
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