



**SEEC 2011: International Conference on Semantic E-Business and Enterprise Computing**

**[www.seec.eu](http://www.seec.eu)**

**Kingston University**

**20 July 2011**



**Cognizant**

**CODIS**  
Component & Distributed Systems Research Group  
**Kingston University** London

**Kingston University – London**

## SEEC 2011: International Conference on Semantic E-Business and Enterprise Computing

**Venue:** Kingston University, Kingston upon Thames, Surrey KT1 2EE.

**Room:** SB329, Sopwith Building, Penrhyn Road.

**Date/Time:** Wednesday 20th July 2011

**Keys:**



Presentations from Industry



Presentations from Academia

Coffee and registration
Souheil Khaddaj: Welcome & Overview of QoS and Cloud Computing
Steve Ross-Talbot: "The Importance of Description in Service Orientation"
Thomas Glover: "RFID and Cloud Computing"
Tim Dineen: "Cloud Computing in Banking Financial Services Arena"
Neil Walker: "Computational Trust and Cloud Computing"
Brian Alford: "Hybrid Computing"
Bhavish Madurai: "Governance and Control Challenges and Approaches for Service Oriented Architectures"
Rajaram Venkataramani: "Optimizing Architecture Evolution"
Vikram Rajan: "Social Software for Expertise Location and Management"
Bippin Makoond: "The Systemic Defect Profiler"
Islam Choudhry: "Social Ontology for Managing Knowledge to Increase Organisational Performance"
Britto Kumar: "Information Security"
Rubin Thottupuram: "Farm-Agro Ontology formation: A Black Pepper Model"
Attanayake Dilaksha R: "Architectures for Speech-Based Web Applications"
Jay Kiruthika: "Software Quality Factors and Defects Issues"
Osama Altalabani : "Automatic Machine Learning Test Case Generation for SOA"