

Table of Contents

Semantic Services

A Conversational Approach to Semantic Web Service Selection	1
<i>Friederike Klan and Birgitta König-Ries</i>	
DS ³ I - A Dynamic Semantically Enhanced Service Selection Infrastructure	13
<i>Christoph Fritsch, Peter Bednar, and Günther Pernul</i>	
A Design Pattern to Decouple Data from Markup	25
<i>Balwinder Sodhi and T.V. Prabhakar</i>	

Business Processes and Services

Context-Based Service Recommendation for Assisting Business Process Design	39
<i>Nguyen Ngoc Chan, Walid Gaaloul, and Samir Tata</i>	
Composite Process View Transformation	52
<i>David Schumm, Jiayang Cai, Christoph Fehling, Dimka Karastoyanova, Frank Leymann, and Monika Weidmann</i>	
A Multi-layer Approach for Customizing Business Services	64
<i>Yehia Taher, Rafiqul Haque, Michael Parkin, Willem-Jan van den Heuvel, Ita Richardson, and Eoin Whelan</i>	
Process Mining for Electronic Data Interchange	77
<i>Robert Engel, Worarat Krathu, Marco Zapletal, Christian Pichler, Wil M.P. van der Aalst, and Hannes Werthner</i>	

Context-Aware Recommender Systems

InCarMusic: Context-Aware Music Recommendations in a Car	89
<i>Linas Baltrunas, Marius Kaminskas, Bernd Ludwig, Omar Moling, Francesco Ricci, Aykan Aydin, Karl-Heinz Lüke, and Roland Schwaiger</i>	
Semantic Contextualisation of Social Tag-Based Profiles and Item Recommendations	101
<i>Iván Cantador, Alejandro Bellogín, Ignacio Fernández-Tobías, and Sergio López-Hernández</i>	

Intelligent Agents and E-Negotiation Systems

Multi-agent Negotiation in Electricity Markets	114
<i>Fernando Lopes and Helder Coelho</i>	
How to Make Specialists NOT Specialised in TAC Market Design Competition? Behaviour-Based Mechanism Design	124
<i>Dengji Zhao, Dongmo Zhang, and Laurent Perrussel</i>	
Argumentation with Advice	136
<i>John Debenham and Carles Sierra</i>	

Collaborative Filtering and Preference Learning

On Collaborative Filtering Techniques for Live TV and Radio Discovery and Recommendation	148
<i>Alessandro Basso, Marco Milanese, André Panisson, and Giancarlo Ruffo</i>	
Rating Elicitation Strategies for Collaborative Filtering	160
<i>Mehdi Elahi, Valdemaras Repsys, and Francesco Ricci</i>	
Information Retrieval and Folksonomies together for Recommender Systems	172
<i>Max Chevalier, Antonina Dattolo, Gilles Hubert, and Emanuela Pitassi</i>	
An Exploratory Work in Using Comparisons Instead of Ratings	184
<i>Nicolas Jones, Armelle Brun, Anne Boyer, and Ahmad Hamad</i>	

Social Recommender Systems

Understanding Recommendations by Reading the Clouds	196
<i>Fatih Gedikli, Mouzhi Ge, and Dietmar Jannach</i>	
Recommendation by Example in Social Annotation Systems	209
<i>Jonathan Gemmell, Thomas Schimoler, Bamshad Mobasher, and Robin Burke</i>	

Agent Interaction and Trust Management

Trust-Based Selection of Partners	221
<i>Maria Joana Urbano, Ana Paula Rocha, and Eugénio Oliveira</i>	
A High-Level Agent Interaction Protocol Based on a Communication Ontology	233
<i>Roman Popp and David Raneburger</i>	

When Trust Is Not Enough	246
<i>John Debenham and Carles Sierra</i>	

Innovative Strategies for Preference Elicitation and Profiling

LocalRank - Neighborhood-Based, Fast Computation of Tag Recommendations.....	258
<i>Marius Kubatz, Fatih Gedikli, and Dietmar Jannach</i>	
Random Indexing and Negative User Preferences for Enhancing Content-Based Recommender Systems	270
<i>Cataldo Musto, Giovanni Semeraro, Pasquale Lops, and Marco de Gemmis</i>	
Using User Personalized Ontological Profile to Infer Semantic Knowledge for Personalized Recommendation.....	282
<i>Ahmad Hawalah and Maria Fasli</i>	
Beyond Similarity-Based Recommenders: Preference Relaxation and Product Awareness.....	296
<i>Maciej Dabrowski and Thomas Acton</i>	
Author Index	309