BOOK REVIEW

Green Services Engineering, Optimization, and Modeling in the Technological Age

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INTRODUCTION

The chapters are organized in the three sections in accordance of the title. However, the sequences differ. I prefer the sequence in the contents, that is, modeling, engineering and optimization. I will suggest either the title be changed or the contents be shuffled so that the logical order of the three main groupings are in sync.

The preface of the book provided a nice touch in the sense that a different structure or perspective of the overall scope is presented. Under this structure, recent development of key components on computing, services and green were briefly introduced. I will suggest, again, the presentation of these topics can be done with three groupings, one after another, and in the order I indicated: computing services and green (computing). I think it will improve the readability.

For the executive summary, maybe it is better to have the title of each chapter spelled out so that readers can associate the synopsis as soon as they see the title of the chapter later on.

ORGANIZATION OF THE BOOK

The overall strength of the book is that the editors put together a diverse set of topics so that readers can have a more holistic view of the breadth as well as the depth of the main themes, namely, Green Services Modeling, engineering, and Optimization in the Technological Age.

It is a bit weak of the book on the coverage of each individual topic. While the entire scope of this book is very wide, the diverse topics also present an unavoidable difficulty, that is, the focus of individual topics. The focuses of some topics may be too narrow in the sense that the direct applicability of the addressed issues may be rather limited. Nonetheless, as I indicated above that this disparity does provide a better macro view for the main themes.

The organization of the chapters within the three sections can be reexamined. Whether or not a chapter is more suitable in the modeling, engineering or optimization can be reexamined. I feel that some chapters may be more suitable to be under a different section or category. However, it also requires a careful examination of the contents rather than just the titles. Also, I think the title of each chapter can be consolidated in a way that the structure of the book can be better observed. Some of the titles may need to be smoothed in any case. For example, for Chapter 1, the sub-title is "a concrete example." Maybe it is better to indicate that it is "a case study" rather than an example. Other chapter titles can be read and smoothed out if necessary so that they exhibit a more coherent fashion.

SUMMARY

I highly recommend the focus of the book on the green services. It is a topic that requires more awareness and knowledge as the service industry is growing rapidly all over the world. I recommend the readers to get a feel of the breadth and depth of the main themes, meaning it can be from the strategic level to infrastructure, all the way to the implementation level. The green issues of the services require a more holistic rather than piece-meal treatment. One possible improvement is to have more chapters so that we may have a fine structure for the book. What I am thinking is the full cycle of PDCA will include checking or assessment before and after the action. Although there is a chapter on assessment, it will be very beneficial to have more topics on assessment so that we know how to ensure the conformance of our service system to green regulation or requirements.

READERSHIP

The target audience for this book will be the professional working in the IT industry and universities having programs on green industry or green technologies. Specific departments, such as information system, information technology management and management of information system, should be able to utilize the materials in their teaching. Professional association and consulting firms providing education and training to conform certain environmental protection regulation or requirements would also be a good target for the book.

Shuo-Yan Chou is a distinguished professor of industrial management and the director of the Center for Internet of Things Innovation (CITI) at National Taiwan University of Science and Technology (NTUST). He is one of the leading researchers in Taiwan on IOT innovative application. His research interests include technology-enabled services, intelligent system modeling and application, supply chain management, and geometric algorithms. Besides fostering academic and industry R&D projects, CITI also hosts an NSC-funded IOT University-Industry Consortium and engages in many international activities. Dr. Chou has been active in international cooperation, having served as the dean of international affairs at NTUST, the national coordinator of the European Union Framework Programme National Contact Point Taiwan Office and the editor-in-chief of the Journal of Chinese Institute of Industrial Engineers published by Taylor and Francis as well as being a visiting professor/scholar at MIT Media Lab, ETH (Switzerland), Hanyang University (Korea), Peking University (China), Nagoya University (Japan), Hong Kong University of Science and Technology and University of Washington (USA). He has also served as the general chair for CE2009, 2010 INFORMS Service Science Conference, MCP AP2010, and CE2014 and as the organizer of more than 20 major international events locally or internationally. Currently, Dr. Chou is working closely with EU partners trying to establish more cooperation under Horizon 2020 in the IOT and Future Internet areas. Dr. Chou received his BBA in industrial management from National Cheng-Kung University, Taiwan in 1983, his MS and PhD in industrial and operations engineering from the University of Michigan in 1987 and 1992, respectively.