Fakultät für Informatik

Dokumenttyp: Konferenzbeitrag

Autor(en) des Beitrags: Wollersheim, Jan; Krcmar, Helmut

Nicht-TUM Koautoren: nein

Kooperation: -

Titel des Beitrags: Quality analysis approaches for cloud services - Towards a framework along customer’s activity cycle

Abstract: This literature review synthesizes the existing research on quality analysis approaches for cloud services by investigating 25 relevant sources in detail. Further, it integrates the approaches along the dimensions of service quality and along the customer’s activity cycle, being the pre-purchase, purchase and post-purchase phase. This work reveals multiple quality analysis approaches which focus either on specific quality aspects or on a specific step in the activity cycle. Only one approach could be identified which actively supports customers throughout all phases of their quality analysis work and fully covers the dimensions of service quality. However, as approaches for specific areas are far more detailed and tailored to challenges in the cloud service ecosystem, we call for further research towards integrating them along the customer’s activity cycle. Further, empirical studies investigating customers’ requirements towards guidance on quality analysis could not be found in the literature.

Intellectual Contribution:
Discipline-based Research

Kongress- / Buchtitel:
Workshop Wissenschaftliche Ergebnisse der Trusted Cloud Initiative

Kongress / Zusatzinformationen:
Karlsruhe, Germany

Jahr: 2013
Monat: Jul
Key publication: Nein
Peer reviewed: Ja
International: Ja
Book review: Nein
commissioned: not commissioned
Professional: Nein

Occurences:
Einrichtungen > Fakultäten > Fakultät für Informatik > Lehrstühle der Informatik > Informatik 17 - Lehrstuhl für Wirtschaftsinformatik (Prof. Krcmar) > Konferenzbeiträge

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