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Decreasing Impact of SLA Violations: A Proactive Resource Allocation Approach for Cloud Computing Environments

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User satisfaction as a significant antecedent to user loyalty has been highlighted by researchers in market based literatures. SLA violation as an important factor decreases user satisfaction level. The amount of this decrease depends on user's characteristics. User's characteristics are related to QoS requirements and announced to service provider. But some of them are unknown for service provider and selfish users are not willing to reveal them truly. Most the works in literature ignore considering such characteristics based on SLA parameters. So, two users with different characteristics but similar importance for the service provider. In this paper, we use two user's hidden characteristics to predict user's satisfaction level. We propose a proactive resource allocation approach with aim of decreasing impact of SLA violations. In this approach, user's hidden characteristics are estimated based on learning automaton for estimation of these characteristics are provided as input to the approach. To evaluate the performance of the proposed approach we conducted some numerical simulations in critical situations. The results show that the proposed approach has ability to improve users' satisfaction level that cause to gain in user loyalty.

Published in:

Cloud Computing, IEEE Transactions on (Volume:PP , Issue: 99)

Page(s):	Date of Public
1	07 February 2014
ISSN :	Sponsored by
2168-7161	IEEE Commun
DOI:	Publisher:
10.1109/TCC.2014.2305151	IEEE

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