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Online Business Quality of Service Information Analytics using Artificial Intelligence

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Abstract: Online business Services Composition is one of the most important issues in service oriented architectures. For answering to majority of complicated business process, it might not have been just a single service, so several services must have combined to reach a suitable one. Composite service will be generated by combining single online business services. Each online business service may have different implementations with similar functions, but something which makes it different from other similar services is the quality of service. In this study, QoS based online business service composition is under study and architecture for automated online business service composition is proposed. In this system user insert their functional and non-functional requirements through a user interface and then artificial intelligence method is developed for optimal composition of online business services in order to indulge users' requirements in a reasonable time.

Keywords: Online business Service; Service Composition; Quality of service; Artificial intelligence.

1 Introduction

Today, because of increase in flow of information in inside and outside of organization and its management, organizations don't have any choice except using the advantages of Information Technology and information systems. Service Oriented Architecture offers new model in implementation of informational system and lets the system developers to focus most of their attentions and realizing characters which the organization needs them. There are various definitions for Service Oriented Architecture which are often based on the usage of it. In [1] a definition of Service Oriented Architecture is given by OASIS: It is a model for organizations and the usage of their distributed abilities is under control of different people. Based on the given definition Service Oriented Architecture is a model. In other word SOA is an approach or a meditative method, so we can't say that is a tool, which we can buy. Most advantages of using SOA include: Reusability of services, its ability in decreasing the expenses, improvement organization's agility and business. The other strong point of it is in leveling the operations between heterogeneous information systems. It would be used for integration and connection between informational systems of online business services, but in most cases a single service can't offer all complicated requirements of customers alone, because of that answering to these requirements should be

used by multiple services. So the ability of the organizations and companies in selection and composition of online business services in developing software and informational services would become very important in order to use the functions and variety abilities of services could offer the customers' requirements and their complex requirements [2].

When an organization requests service composition, at first should design a workflow of activities that each of them performs with an Online business service. Figure 1 shows workflows of organization's activities that include 7 online business services ($WS_1, WS_2, WS_3, \dots, WS_7$). Any of these online business services can have different implementation but similar function. Users who order online business services usually express their non-functional requirement with quality criterion.

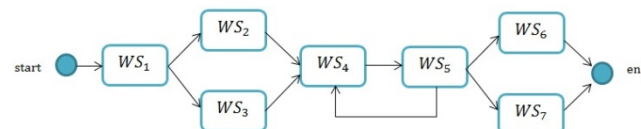


Figure 1. Service composition workflow

The quality of service defines the abilities of a product or a service for facing with non-functional requirements of a user and these criteria can be used as a benchmark for

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differentiate and distinction between services and the service provider. There might be services between the similar ones that based on quality criteria would be more efficient for users, therefore there is a period of time which is given to perform activities existed several services with similar functions, then the service would be for a user choose based on requirements and quality of a service. In this study we considered 5 qualities of services which are: execution time, latency, reliability, availability and success rate which are more popular than others however the proposed approach will develop in a way that the new quality criteria can be added easily or omit one of them. Discovering and composition of services on the run time of that also was the most important part of progressive challenge in service-oriented application. If we have all number of activities in workflow (k) and for performing each of them there is an online business service with a similar function (n), in this situation n^k causes different composition of online business services for performing work processes. Therefore, achievement of an optimal composition from different existed compositions would be very complicated and searching all cases is very expensive and time consuming. On the other hand, the number of produced compositions by considering the quality criteria of services will increase [3]. In this study we use the Improved Genetic Algorithm for optimization of selection and composition of online business services. Improved Genetic Algorithm is adaptive heuristic search algorithm premised on the evolutionary ideas of natural selection and genetic. On the beginning evolutionary approaches include single series that these parts will develop based on rules. In our method evolution will happen by using Genetic Operators. In this model for determining whether the produced composition of online business services is a good one or not a kind of fitness function is used.

The remainder of the paper is organized as follows. After a review of the literature of online business services selection in Section 2, in Section 3, the proposed methodology for evaluating quality of service is given. In the Section 4, the artificial intelligence method for composing online business service is proposed. In Section 5, we present the proposed architecture and in the Section 6 the implementation and discussions are presented and finally conclusion and the future work directions are stated in Section 7.

2 Related Work

These days' composition and selection of online business services changed into a very important subject in academic issues based on quality of service. The approach of selection and ranking online business services is provided. In this approach to supervise services' QoS and facilitate the service evaluation, we assume that all users' concerned services' QoS aspects are controlled and reported to the service directory (SD), which saves services' QoS information along with their registrations. This information will be applied by the service evaluator to rank services and

help users select services when there are more than one registered services satisfying users' functionality requirements [4].

The framework of DynamicCos is an automatic mechanism for composition of services in execution time. This architecture supports all the phases and stakeholders of the dynamic service composition life-cycle, as automatic service discovery, selection and composition and with the CLM; the composition algorithm has to find a composition of services that fulfill the service request [5].

SODIUM (Service-Oriented Development in a Unified fraMework) was an international project, involving research, technological and industrial partners, dedicated to tackling interoperability challenges that companies face at the data, services and business levels. The project has developed a Generic Service Model, containing the common concepts of heterogeneous services from multiple points of view. The special characteristics of individual service technologies (such as online business services, Grid services or P2P services) are then dealt with as extensions to the core. The SODIUM methodology adopts a model-driven and iterative approach for service composition. The approach utilized OMG's QoS profile to represent collections of QoS properties [6].

One of approaches of selecting online business services based on quality criteria takes place by using a 2-dimensional Boolean array which is called selection matrix. Row of matrix represents online business services and the columns show quality of services. When the value of matrix's cell equals 1, it means that the user's requirements of quality of service are the same as published value for service and otherwise the value equal 0. Then when the matrix row has maximum number of 1 we can conclude that service can be the best online business service for meeting the user's quality of service requirements [7].

Multi Objective Genetic Algorithm (MOGA) is presented for optimal selection of online business service based on quality of services. In this algorithm at first a mechanism is designed for possible combinations and feasible online business services according to constraints of services composition (like dependency constraints and conflict between online business services) and more genetic operators (selection operator, cross over and mutation) and strategies for distribution of diverse population that these populations are the same various composition of online business services is introduced [8].

A flexible approach is presented for composing services based on genetic algorithm which can do the composition of online business services based on users' functional and non-functional requirements. In the presented approach for composition of workflows, like sequential, conditional,

fork, is considered. Procedures in the presented approach is as follows that the users send their requirements in the algorithm and then the algorithm of the best composition for meeting the requirements of the users among existing services in UDDI is provided [9].

Another approach to select and compose efficiently of online business services is using the Particle Swarm Optimization. In this composition approach some constraint for choosing online business services is presented. Constraints of the qualitative requirements of laws designed. These constraints intended between services on the implementation approach. In this approach at first a list of impossible composition is mentioned and then Particle Swarm Optimization algorithm is used among feasible combinations [10].

Research gap analysis:

Selection of a suitable service according to functional and non-functional requirements of users is one of the most important goals of selection and composition of online business services, some approaches, which suggest the selection of online business services based on quality of service, have been addressed. Then we will mention some disadvantages and shortcomings of available algorithm. In some presented approaches optimal selection of online business service considered dependent from others and there is no constraint for combining services, so in these ways when candidate service for selecting, dependent the other services, can't have good selection. Some presented approaches of Quality of Service matrix (QoS matrix) are using qualitative features for calculating. The basis of some of presented methods of matrix are for computing properties of quality of service and while the number of service quality or online business service increase, the matrix becomes very big and the number of calculations increase and become complicated so using these methods are not always suitable. Some of existing methods don't support multiple quality criteria of users. In these approaches the user can just one quality of service for selecting an online business service. Also, in some other available approaches although they support different quality of service but the user can't prioritize for each of quality of service by weighting.

But in this study an approach is presented for the automatic and dynamic composition of Online business services, this approach use a meta-heuristic algorithm in order to increase the scale of problem, which gives a suitable composition to users in a reasonable time and also can prioritize each quality by weighting of each quality of services which were considered before. The details are given later.

3 Modeling Quality of Service

In this study, when we talk about an abstract online

business service we refer to an online business service in a workflow and while we say concrete online business service it is the implementation of an abstract online business service.

WS_i : i is an abstract online business service in a workflow.

$WS = (WS_1, WS_2, \dots, WS_i, \dots, WS_n)$

On top $(1 \leq i \leq n)$

$S_{i,j}$: A concrete online business service of j is in an abstract online business service i .

On top $(1 \leq i \leq n)$ and $(1 \leq j \leq K_i)$ and also K_i is the total number of concrete online business services for each of the WS_i abstract online business services.

$q_{i,j}^l$: The L^{th} QoS for concrete online business services of j which on the i^{th} abstract service

$Q = (q_{i,j}^1, q_{i,j}^2, q_{i,j}^3, \dots, q_{i,j}^m)$

On top m is total number of quality service and $(1 \leq i \leq n)$ and $(1 \leq j \leq K_i)$ and $(1 \leq l \leq m)$.

C^l : Each of the criteria for quality of service, to assign a weight due to its importance for the user.

$C = (c^1, c^2, c^3, c^4, \dots, c^m)$

On top m is the total number of quality of service and $(1 \leq l \leq m)$ also sum of total QoS criteria is equal to 1 $(c^1 + c^2 + c^3 + c^4 + \dots + c^m = 1)$.

Each of the presented of the quality of service in this research has different feature and sometimes they are probably conflict each other, therefore in order to compare different Criteria, at first we should un-scale this QoS by a mechanism. In this un-scaling method, for Comparable value of these data of QoS to each other, by at least (q_{min}^l) and maximum (q_{max}^l) of these which are found in services by research, we transfer all the data of quality of service in 0 and 1. We use equation 1 for the QoS that have direct relationship with the criteria of quality and equation 2 for the QoS which have vice versa relationship.

$$Q_{i,j}^l = \begin{cases} \frac{q_{i,j}^l - q_{min}^l}{q_{max}^l - q_{min}^l} & \text{if } (q_{max}^l \neq q_{min}^l) \\ 1 & \text{if } (q_{max}^l = q_{min}^l) \end{cases} \quad (1)$$

$$Q_{i,j}^l = \begin{cases} \frac{q_{max}^l - q_{i,j}^l}{q_{max}^l - q_{min}^l} & \text{if } (q_{max}^l \neq q_{min}^l) \\ 1 & \text{if } (q_{max}^l = q_{min}^l) \end{cases} \quad (2)$$

4 Artificial Intelligence for Evaluation

Genetic algorithm is an artificial intelligence method that uses a fitness function to evaluate each element of the current solution. This function computes fitness of a composition services with different structures, according to Quality of Service and user weighting. Each of the single services can be combined with various structures includes sequential, fork, conditional and loop. In this study the

dynamic service composition is provided and according to requirement of user, single services can be combined to each other. Therefore, calculated fitness of a composite service, according to the structures of used is different and after analyzing the process model, it is calculated by the specified user.

Table 1. Aggregation method of QoS properties.

| | sequential | fork | conditional | loop |
|---------------|-------------------------|----------------------------|------------------------------|-------------|
| response time | $\sum_{i=1}^n T(S_i)$ | $Max(T(S_1) \dots T(S_n))$ | $Max(T(S_1) \dots T(S_n))$ | $k * T(S)$ |
| latency | $\sum_{i=1}^n L(S_i)$ | $Max(L(S_1) \dots L(S_n))$ | $Max(L(S_1) \dots L(S_n))$ | $k * L(S)$ |
| availability | $\prod_{i=1}^n Av(S_i)$ | $\prod_{i=1}^n Av(S_i)$ | $Min(Av(S_1) \dots Av(S_n))$ | $(Av(S))^k$ |
| reliability | $\prod_{i=1}^n Re(S_i)$ | $\prod_{i=1}^n Re(S_i)$ | $Min(Re(S_1) \dots Re(S_n))$ | $(Re(S))^k$ |
| success rate | $\prod_{i=1}^n Se(S_i)$ | $\prod_{i=1}^n Se(S_i)$ | $Min(Se(S_1) \dots Se(S_n))$ | $(Se(S))^k$ |

In Table1 there is used a list of quality criteria in this research and along with the way of computing, aggregate the QoS property values in different structures are mentioned, in order to computing fitness function, one complicated Service at first step, the value of each quality of service criteria is in table1 according to the different structures and therefore aggregate the QoS property values in complicated service is computed. At 2nd step, aggregate the QoS property values is mentioned in the previous step to un-scaling and after doing that, weights which are determined by user are added to each till the fitness function for a complicated service is computed.

As it is shown in Figure 2 in computing the aggregate the QoS property values, services which in connection to each other similar structures are determined as virtual service and it can be connected by the other services. As an example at Figure 2, two services S_2 and S_3 are combined to each other by sequential structure and virtual service (Sequential (S_2, S_3)) are made and this virtual service is as a fork with service s_4 and create virtual service (Fork (Sequential (S_2, S_3), S_4)). And the structures and the way to connect to other abstract service would be determined [11]. As the composition of service which is presented on the approach is dynamic and each user requests his specific composition, therefore in order to compute fitness function, at first structural model should be determined for different QoS criteria.

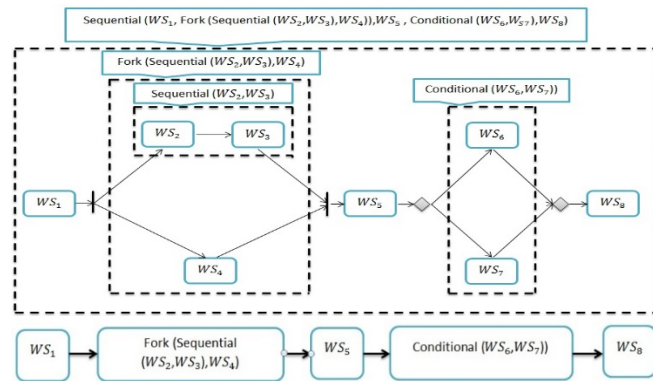


Figure 1. Aggregation process example of QoS properties.

For the process model of above mentioned, after analysis on the model, as it is clear at Figure 2, this structural model for each of QoS criteria (q^l) is acquired of equation 3.

$$SM_{q^l} = \text{Sequential}(q^l(S_1), \text{Fork}(\text{Sequential}(q^l(S_2), q^l(S_3)), q^l(S_4)), q^l(S_5), \text{Conditional}(q^l(S_6), q^l(S_7)), q^l(S_8)) \quad (3)$$

By replacing the value of QoS in the acquired structural model, the value of criteria is computing in composition of services. In continue in order to computing fitness function of a complicated service, it is needed to use the equations 1 and 2 which were explained before and for q^l which have inverse relation by quality criteria, such as response time and latency, SM_{q^l} is in equation 2 and for the others q^l , SM_{q^l} is in (1). Therefore fitness function of the made complicated service at Figure 2 is acquired by this formula.

$$F = \sum_{l=1}^2 C^l * \left(\frac{SM_{q_{max}^l} - SM_{q^l}}{SM_{q_{max}^l} - SM_{q_{min}^l}} \right) + \sum_{l=3}^5 C^l * \left(\frac{SM_{q^l} - SM_{q_{min}^l}}{SM_{q_{max}^l} - SM_{q_{min}^l}} \right) \quad (4)$$

5 Proposed Approach

In this section, we introduce proposed approach and the architecture. Our proposed architecture for efficient Web services composition is shown in Figure 3. Afterward every one of these parts is explained separately.

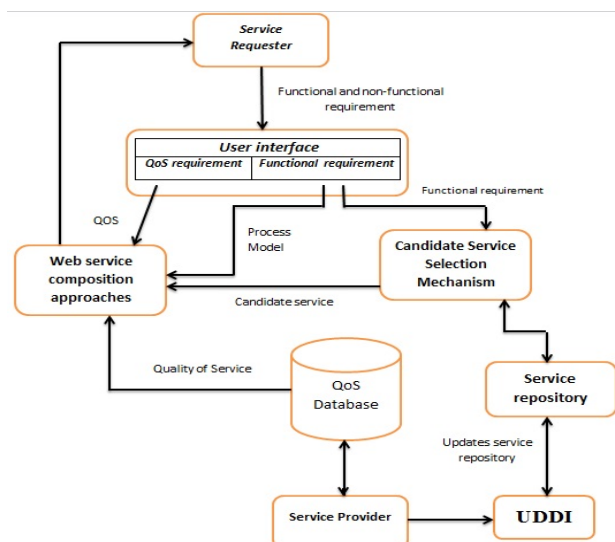


Figure 2. Proposed architecture for QoS-Based online business service composition.

User interface: in this architecture the functional and non-functional requirements of requester is received by a user interface and changed into a process model by Business Process Execution Language.

Candidate service selection: when users request a complicated service instead of to searching all services in the repository, at first, a number of services that meet the functional requirements of the service requester are selected as the candidate service

QoS Database: it's a Data base in which the values of QoS criteria of all existing online business services in the service repository are stored.

Service repository: in this part, there are different online business services to support the different requirements of users and after that new service is registered in UDDI by providers, repository service will be updated and online business services' quality will be held in service repository.

Online business service composition approach: in this step, all candidate service and quality requirements of users which were achieved before, go into service composition approach. Now by using one Meta heuristic approach we search among all candidate service according to the QoS criteria till select the best composition between different situations. Finally after finding the most suitable composition, according to the requirement of requester, this selected service present to the user. Our proposed approach is based on Genetic in nature. In this approach a **chromosome** (also sometimes called a **genome**) is a set of parameters which define a proposed solution to the problem that the genetic algorithm is attempting to solve.

Improved Genetic Algorithm:

Different from other approaches proposed in the literature, such as linear integer programming, GAs do not impose constraints on the linearity of the QoS composition operators. This permits the use of our approach for all possible (even customized) QoS attributes, without the need for linearization. This section elaborates our improved genetic algorithm. This improved genetic algorithm uses a local search to improve the individuals in the population and utilizes a knowledge-based crossover operator (see Figure 4).

Procedure: Genetic Algorithm

Initializing population

While (not termination coordination) do:

 Computing fitness values of all

 Composition Services

 Using crossover operation to build a new composition service

 Mutation operation

 Local search

 Selecting Composition Services based on fitness values

 Building new population

End.

Figure 3. A hybrid genetic algorithm for the online business service selection problem

A. Genetic Encoding

An individual in the population of our Improved Genetic Algorithm represents an online business service selection plan and it is encoded in an array of n integers x_1, x_2, \dots, x_n , where n is the total number of abstract online business services in the workflow of the composite online business service. In the genetic encoding scheme, each gene represents an abstract online business service in the composite online business service and a value of the gene represents a concrete online business service of the abstract online business service. Figure 5 illustrates the encoding scheme.

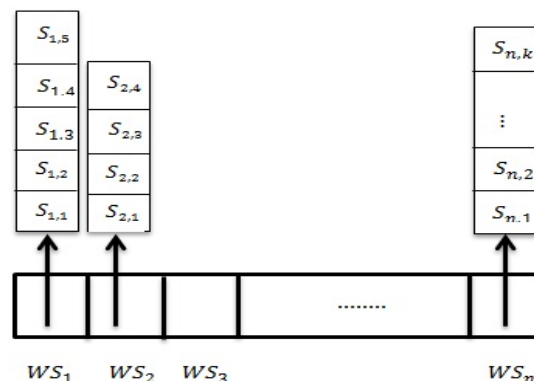


Figure 4. Genetic Encoding scheme.

B. Genetic Crossover

Different from the crossover operator used in the Genetic Algorithm, the crossover operator used in the IGA is a two-point crossover. Two-point crossover operator randomly selects two crossover points within a chromosome then interchanges the two parent chromosomes between these points to produce two new child (see Figure 6).

| Abstract Web service | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------|---|---|---|---|---|---|
| Parent 1 | 3 | 5 | 7 | 3 | 4 | 2 |
| Parent 2 | 4 | 2 | 1 | 5 | 6 | 1 |

Figure 5. Two parents selected for crossover.

Interchanging the parents' chromosomes between the crossover points (see Figure 7);

| Abstract Web service | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------|---|---|---|---|---|---|
| Child 1 | 3 | 2 | 1 | 5 | 4 | 2 |
| Child 2 | 4 | 5 | 7 | 3 | 6 | 1 |

Figure 6. The Childs produced.

C. Mutation

After a crossover is performed, mutation takes place. Mutation is a genetic operator used to maintain genetic diversity from one generation of a population of chromosomes to the next. Mutation occurs during evolution according to a user-definable mutation probability, usually set to fairly low value, say **0.01** a good first choice.

The mutation operator in this study randomly selects a concrete online business service selection for an abstract online business service and replaces the concrete online business service selection with an alternative concrete online business service of the abstract online business service. Figure 8 illustrates the mutation operator.

| Abstract Web service | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------|---|---|---|---|---|---|
| Concrete service | 4 | 2 | 5 | 1 | 7 | 2 |

↓

| Concrete service | 4 | 2 | 3 | 1 | 7 | 2 |
|------------------|---|---|---|---|---|---|
|------------------|---|---|---|---|---|---|

Figure 7. Mutation operator.

D. Local search

Genetic local search (GLS) is a population based iterative search scheme for combinatorial optimization problems. Roughly, it consists of the application of genetic operators to a population of local optima produced by a local search procedure. The process is iterated until either a solution is generated, or a maximal number of generations are reached.

Therefore, maintain a solution, known as current solution (X_C), and search its neighborhood ($\text{Local_Search}(X_C)$) for a better one. If a better solution $S \in (\text{Local_Search}(X_C))$ is

found, S becomes the new X_C and the neighborhood search starts again. If no further improvement can be made, i.e. $l. S \in \text{Local_Search}(X_C)$ such as S improves X_C , then, a local or global optimum has been found (see Figure 9).

```

function Local_Search()
  for i ← 1 to COUNT_ITER do
    Temp ←  $X_C$ 
    for j ← 1 to COUNT_POINT do
      Abs_Point ← Random(0, n)
      Change_Bit(Temp[Abs_Point])
    endfor
    if (Temp.Fitness > Chromosome.Fitness)
      then
         $X_C$  ← Temp
        Temp = null
      endif
    endfor
  return  $X_C$ 
endfunction

```

Figure 8. Local Search Algorithm.

To determine the termination condition of GAs, we used time measure as termination criterion. If there is no change in 2 seconds in the obtained fitness solution, the algorithm is stopped, and we consider the maximum obtained fitness.

6 Implementation

The computation time and quality of the results produced by the GAs depend on the size and the complexity of the online business service selection problem. The size of the problem is dependent on two parameters. 1) The number of abstract online business services in the workflow. 2) The number of concrete online business services for each of the abstract online business services.

The first set of test problems included 10 test problems with different numbers of abstract online business services. The number of abstract online business services ranged from 5 to 50 with an increment of 5. The number of concrete online business services for each of the abstract online business services was fixed to 20.

The second set of test problems also included 5 test problems. The number of concrete online business services for each of the abstract online business services ranged from 10 to 50 with an increment of 10. The number of abstract online business services was fixed to 10.

In all test cases, service composition is generated randomly by different structure include sequential, fork, conditional and loop. Also values of QoS criteria for abstract online business service uses a real Dataset. QWS is a real dataset and represents 2500 real online business services that exist on the online business. In this paper in order to test the performance of IGA and simple GA, they were implemented in Microsoft Visual C# 2008 and all the experiments were conducted in a PC with a 2.2 GHz Intel

Core 2 Duo CPU and a 2 GB RAM.

Firstly, IGA and simple GA were used to solve each of the test problems in the first test set. Considering the stochastic nature of the GAs, each of the experiments was repeated 10 times and then calculated the average fitness value and average execution time for each of the experiments for each of the GAs.

Table 2 shows the fitness of IGA and simple GA for first test set and it includes 10 test case and Fig. 10 shows that by increasing these abstract services from 5 to 50, what kind of changes will happen in the execution time.

Table 2. Fitness of IGA and simple GA by increasing the number of abstract services.

| Abstract Service | IGA | SGA |
|------------------|---------|---------|
| 5 | 0.33304 | 0.32273 |
| 10 | 0.33242 | 0.32219 |
| 15 | 0.32896 | 0.32832 |
| 20 | 0.32907 | 0.32841 |
| 25 | 0.32849 | 0.32789 |
| 30 | 0.32898 | 0.32717 |
| 35 | 0.32615 | 0.32521 |
| 40 | 0.32663 | 0.32523 |
| 45 | 0.32648 | 0.32473 |
| 50 | 0.32696 | 0.32458 |

As it was clear from Table 2, IGA in 10 test cases had better performance and had better fitness than the simple GA. Also, according to Figure 10, Improved Genetic Algorithm by increasing the number of abstract services from 5 to 50 in all test cases has less execution time than simple GA. Therefore above results shows better performance of IGA than simple GA in terms of fitness and execution time.

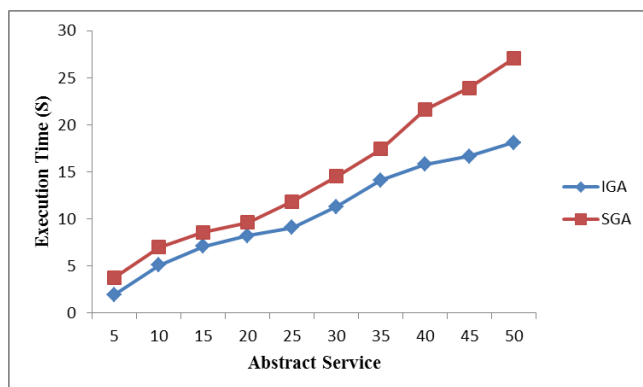


Figure 9. Execution time of IGA and simple GA by increasing the number of abstract services.

In continue IGA and simple GA was used to solve each of the test problems in the second test set. Considering the stochastic nature of the GAs, each of the experiments was

repeated 10 times and then calculated the average fitness value and average computation time for each of the experiments for each of the GAs.

Table 3 shows average fitness of IGA and simple GA for second test set and Figure 11, shows increase of average execution time for IGA and simple GA when the number of concrete online business services ranged from 10 to 50.

Table 3. Fitness of IGA and simple GA by increasing the number of concrete services.

| Abstract Service | IGA | SGA |
|------------------|---------|---------|
| 10 | 0.33235 | 0.32225 |
| 20 | 0.33237 | 0.32228 |
| 30 | 0.33218 | 0.32216 |
| 40 | 0.33219 | 0.32203 |
| 50 | 0.33212 | 0.32211 |

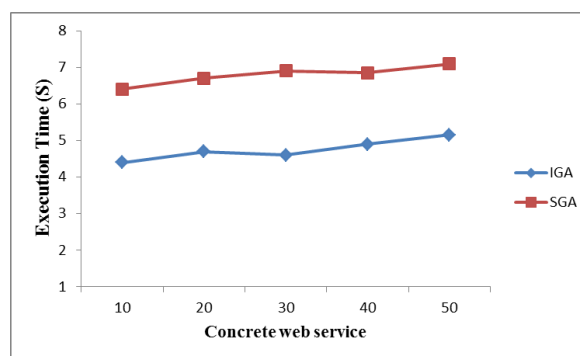


Figure 10. Execution time of IGA and simple GA by increasing the number of abstract services.

According to Table 3 in terms of the fitness by increasing the number of concrete services IGA has better performance than the simple GA in most test cases and as it was clear, in the Fig. 11, IGA and simple GA had no correlation with the number of concrete online business services per abstract online business service. IGA has the execution time less than 6 seconds for all test cases and it has better execution time than simple GA.

7 Conclusion and future work

In this research QoS-Based online business service selection and composition with the IGA meta-heuristic approach is presented to find an optimal solution in a suitable time but the most important goal that should be paid attention in service composition is the scalability of presented approach, because the weak scalability, when the problem size is increasing, makes the approach unusable.

This goal is successfully provided by on IGA approach. All test cases on pervious section are choose in a way to observe the execution time of IGA approach with the increase in number of abstract and concrete online business services and we studied the performance and scalability of

the presented approach. The obtained results of simulation show good performance and scalability of approaches in large scale of tested cases.

In this research only implementation and evaluation of one part of the architecture, which it was service composition approach is studied, but other components of the architecture are described only briefly. Therefore, the next step of this research will consider the implementation of various components of the proposed architecture. As another future work we can increase performance of IGA by combining it with another Meta heuristic approach for example to generate initial population in IGA we can use another Meta heuristic approach such as particle swarm optimization (PSO).

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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