



SEMINAR SERIES



## ***Trust in Enterprise Computing***

**Prof Aad van Moorsel**

School of Computing Science  
Newcastle University

Wednesday 3<sup>rd</sup> March 2010

3.30 – 4.30 pm, followed by refreshments

MacRobert MR051

During this seminar, Aad will discuss issues related to the formation and technical support for trust creation in enterprise settings. This will include discussion of known trust frameworks developed in the social sciences to deal with phenomena related to online cooperation. This will form the foundation for decision-making about security and trust enhancing technologies in the enterprise, based on quantifiable objectives. Finally, Aad will review some of the techniques and tools that have been developed for the decision-making and enhancement of trust.

Aad has worked in a variety of areas, from performance modelling to systems management, from web services to cloud computing and on issues of security and trust.

Aad's research interests aim at establishing an intelligent enterprise, with a specific focus on trust, privacy and security. The goal is to provide tools to improve IT decision-making, based on objective, quantitative methods, and eventually becoming fully automated. This involves mathematical modelling, algorithms and service-oriented software implementations.

Aad's recent research agenda is highly interdisciplinary, using ideas from social and business sciences, to gain a deeper understanding of issues of trust in, for instance, cloud computing. DTI, EPSRC and EU-funded collaborations are ongoing with Hewlett-Packard, Merrill-Lynch, Warwick, Bath, UCL, various universities throughout Europe, and the Business and Medical Schools at Newcastle University.

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