

I-Hsien Ting  
Hui-Ju Wu (Eds.)

# Web Mining Applications in E-Commerce and E-Services

# Web Mining Applications In E Commerce And E Services Studies In Computational Intelligence

**L. Jiao**



## **Web Mining Applications In E Commerce And E Services Studies In Computational Intelligence:**

**Web Mining Applications in E-Commerce and E-Services** I-Hsien Ting, Hui-Ju Wu, 2009-01-24 Web mining has become a popular area of research integrating the different research areas of data mining and the World Wide Web. According to the taxonomy of Web mining there are three sub fields of Web mining research: Web usage mining, Web content mining and Web structure mining. These three research fields cover most content and activities on the Web. With the rapid growth of the World Wide Web, Web mining has become a hot topic and is now part of the mainstream of Web search such as Web information systems and Web intelligence. Among all of the possible applications in Web research, e-commerce and e-services have been identified as important domains for Web mining techniques. Web mining techniques also play an important role in e-commerce and e-services, proving to be useful tools for understanding how e-commerce and e-service Web sites and services are used, enabling the provision of better services for customers and users. Thus this book will focus upon Web mining applications in e-commerce and e-services. Some chapters in this book are extended from the papers that presented in WMEE 2008, the 2nd International Workshop for E-commerce and E-services. In addition, we also sent invitations to researchers that are famous in this research area to contribute for this book. The chapters of this book are introduced as follows. In chapter 1,

**E-Service Intelligence** Jie Lu, Da Ruan, Guangquan Zhang, 2007-03-09 Business organizations and governments are nowadays developing and providing internet based electronic services, e-services featuring various intelligent functions. This book offers a thorough introduction and systematic overview of the new field, e-service intelligence. It covers the state of the art of e-service intelligence, including both theorems and applications, and a broad range of topics are discussed.

**Computational Intelligence in Integrated Airline Scheduling** Tobias Grosche, 2009-02-26 In this text, two planning approaches for integrated airline scheduling are presented. One follows the traditional sequential approach and the other uses metaheuristics to offer a truly simultaneous approach to airline scheduling.

*Design and Control of Intelligent Robotic Systems* Dikai Liu, Lingfeng Wang, Kay Chen Tan, 2009-03-05 With the increasing applications of intelligent robotic systems in various fields, the design and control of these systems have increasingly attracted interest from researchers. This edited book, entitled *Design and Control of Intelligent Robotic Systems* in the book series of *Studies in Computational Intelligence*, is a collection of some advanced research on design and control of intelligent robots. The works presented range in scope from design methodologies to robot development. Various design approaches and algorithms such as evolutionary computation, neural networks, fuzzy logic, learning, etc. are included. We also would like to mention that most studies reported in this book have been implemented in physical systems. An overview on the applications of computational intelligence in bio-inspired robotics is given in Chapter 1 by M. Begum and F. Karray, with highlights of the recent progress in bio-inspired robotics research and a focus on the usage of computational intelligence tools to design human-like cognitive abilities in the robotic systems. In Chapter 2, Lisa L. Grant and Ganesh K. Venayagamoorthy present greedy search, particle swarm optimization and

fuzzy logic based strategies for navigating a swarm of robots for target search in a hazardous environment with potential applications in high risk tasks such as disaster recovery and hazardous material detection

**Advances in Electronic Commerce, Web Application and Communication** David Jin, Sally Lin, 2012-02-24 ECWAC2012 is an integrated conference devoted to Electronic Commerce Web Application and Communication In the this proceedings you can find the carefully reviewed scientific outcome of the second International Conference on Electronic Commerce Web Application and Communication ECWAC 2012 held at March 17 18 2012 in Wuhan China bringing together researchers from all around the world in the field

*Rough Set Theory: A True Landmark in Data Analysis* Ajith Abraham, Rafael Falcón, Rafael Bello, 2009-02-26 Part 1 of this book deals with theoretical contributions of rough set theory and parts 2 and 3 focus on several real world data mining applications The book thoroughly explores recent results in rough set research

**Differential Evolution: A Handbook for Global Permutation-Based Combinatorial Optimization** Godfrey C. Onwubolu, Donald Davendra, 2008-12-23 What is combinatorial optimization Traditionally a problem is considered to be combinatorial if its set of feasible solutions is both finite and discrete i.e. enumerable For example the traveling salesman problem asks in what order a salesman should visit the cities in his territory if he wants to minimize his total mileage see Sect 2.2.2 The traveling salesman problem's feasible solutions permutations of city labels comprise a finite discrete set By contrast Differential Evolution was originally designed to optimize functions defined on real spaces Unlike combinatorial problems the set of feasible solutions for real parameter optimization is continuous Although Differential Evolution operates internally with floating point precision it has been applied with success to many numerical optimization problems that have traditionally been classified as combinatorial because their feasible sets are discrete For example the knapsack problem's goal is to pack objects of differing weight and value so that the knapsack's total weight is less than a given maximum and the value of the items inside is maximized see Sect 2.2.1 The set of feasible solutions vectors whose components are nonnegative integers is both numerical and discrete To handle such problems while retaining full precision Differential Evolution copies floating point solutions to a temporary vector that prior to being evaluated is truncated to the nearest feasible solution e.g. by rounding the temporary parameters to the nearest nonnegative integer

*Global Business* Mehdi Khosrowpour, Information Resources Management Association, 2011-01-01 This multi volume reference examines critical issues and emerging trends in global business with topics ranging from managing new information technology in global business operations to ethics and communication strategies Provided by publisher

Parallel and Distributed Computing, Applications and Technologies Pingzhi Fan, Hong Shen, 2003 Issues for 2012 to be cataloged as a serial in LC

Fifth International Conference on Computational Intelligence and Multimedia Applications L. Jiao, 2003

*Data Warehousing and Mining* John Wang, 2008 This collection offers tools designs and outcomes of the utilization of data mining and warehousing technologies such as algorithms concept lattices multidimensional data and online analytical processing With more than 300 chapters contributed

by over 575 experts from around the globe this authoritative collection will provide libraries with the essential reference on data mining and warehousing Provided by publisher *Improving E-Commerce Web Applications Through Business Intelligence Techniques* Sreedhar, G.,2018-02-02 As the Internet becomes increasingly interconnected with modern society the transition to online business has developed into a prevalent form of commerce While there exist various advantages and disadvantages to online business it plays a major role in contemporary business methods Improving E Commerce Web Applications Through Business Intelligence Techniques provides emerging research on the core areas of e commerce web applications While highlighting the use of data mining search engine optimization and online marketing to advance online business readers will learn how the role of online commerce is becoming more prevalent in modern business This book is an important resource for vendors website developers online customers and scholars seeking current research on the development and use of e commerce **Data Mining and Knowledge Discovery** ,2003 **Journal of Management Information Systems** ,2008 Handbook of Research on Web Log Analysis Bernard J. Jansen,Amanda Spink,Isak Taksai,2009 This book reflects on the multifaceted themes of Web use and presents various approaches to log analysis Provided by publisher Knowledge-based Intelligent Information and Engineering Systems ,2004 WISE 2002 ,2002 Collects the 31 papers presented at the three workshops held during the December 2002 conference The workshops address web and wireless geographical information systems data semantics in web information systems and mining for enhanced web search Topics of the papers include a context sensitive p **Library & Information Science Abstracts** ,2006 **Proceedings of the 37th Annual Hawaii International Conference on System Sciences** Ralph H. Sprague,2004 HICSS 2004 consists of over 500 papers in nine major tracks HICSS provides a unique forum for the interchange of ideas advances and applications among academicians and practitioners in the information computing and system sciences The conference continues to be one of the best working conferences in computer related sciences with a high level of interaction among the leading scientists engineers and professionals The CD ROM containing all of the complete papers presented at HICSS 2004 is included in the book of abstracts **Methods and Applications of Artificial Intelligence** ,2004

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