

عنوان مقاله:

Investigating intelligent dialogue factors in e-commerce projects

محل انتشار:

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خلاصه مقاله:

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry. The purpose of study is to develop intelligent negotiation agents that can behave rationally so as to improve the final outcomes in a one-to-many negotiation. A Bayesian learning model of multi-attribute one-to-many negotiation, namely Bayes Improved-ITA is proposed. These agents employ Bayesian belief updating process to model their opponent's utility structure. The performance of Bayes Improved-ITA is promising when it is compared with the results of one-to-many negotiations that use genetic-based machine learning model and heuristic search algorithm. Results from the experimental work show that having knowledge of opponent's preferences and constraints, negotiation agents can achieve more optimal outcomes.

کلمات کلیدی:

e-commerce, smart, negotiation, Business

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