

عنوان مقاله:

The Application of Web Usage Mining In E-commerce Security

محل انتشار:

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خلاصه مقاله:

Nowadays, World Wide Web has become a popular medium to search information, business, trading and so on. Various organizations and companies are also employing the web in order to introduce their products or services around the world. Therefore E-commerce or electronic commerce is formed. E-commerce is any type of business or commercial transaction that involves the transfer of information across the internet. In this situation a huge amount of information is generated and stored in the web services. This information overhead leads to difficulty in finding relevant and useful knowledge, therefore web mining is used as a tool to discover and extract the knowledge from the web. Besides, the security issues are the most precious problems in every electronic commercial process. This massive increase in the uptake of e-commerce has led to a new generation of associated security threats. In this paper we use web mining techniques for security purposes, in detecting, preventing and predicting cyber-attacks on virtual space.

کلمات کلیدی:

E-commerce, web mining, web usage mining, security issues, data mining techniques

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