

A PERSONAL INFORMATION PUSH DELIVERY SYSTEM BASED ON KNOWLEDGE

戴偉勝、陳振東

E-mail: 9020016@mail.dyu.edu.tw

ABSTRACT

INTERNET PROVIDES A POWERFUL DISSEMINATIVE ABILITY FOR USERS TO ACQUIRE INFORMATION MORE EFFICIENT AND FAST. WHEREAS, INCREASING LARGE SCALE OF DATA INDUCED SOME PROBLEMS WHILE USERS FACE THE INFORMATION OVERLOAD SITUATION BECOME MORE SERIOUS. BY USING INFORMATION RETRIEVAL TECHNIQUE, INFORMATION PUSH DELIVERY PROVIDES A GOOD SOLUTION FOR USERS TO ACQUIRE RICH INFORMATION FROM INTERNET. IN FACT, PROVIDING THE PERSONAL SERVICE FOR USERS IS ONE OF THE MOST IMPORTANT ISSUES IN ELECTRONIC COMMERCE (EC) ENVIRONMENT. IN ORDER TO INCREASE THE INTERACTION BETWEEN ENTERPRISES AND CUSTOMERS, MANY ENTERPRISES PROVIDE PERSONAL SERVICES TO IMPROVE MANAGEMENT PERFORMANCE AND COMPETITIVENESS. IN THIS STUDY, THE FUZZY RETRIEVAL AND SIMILARITY MEASUREMENT TECHNIQUES ARE APPLIED TO ESTABLISH A PERSONAL INFORMATION PUSH DELIVERY SYSTEM. THIS SYSTEM WILL PROVIDE USERS FOR THE RIGHT AND INTERESTED INFORMATION EFFECTIVELY. FINALLY, ENTERPRISES CAN USE THE PERSONAL INFORMATION PUSH DELIVERY SYSTEM TO SATISFY DIFFERENT REQUIREMENTS FOR DIFFERENT USERS AND IMPROVE THE CUSTOMER SERVICE LEVEL.

Keywords : INFORMATION PUSH DELIVERY, INFORMATION RETRIEVAL, PERSONAL SERVICES, SIMILARITY MEASUREMENT.

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