

Design and Implementation of an Agent-based Personalized Auction Management System

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ABSTRACT

In last two decades, our shopping behavior changes faster and faster with information techniques. In the past, the key point of efficient shopping behavior is information propagation that is single delivering and receiving while it is no internet. Thus the customers just only receive or not. However, by the internet and information technique are popular, the customers change the charge in the market. In the last years, one of the most popular issues is electronic commerce (shorted as EC). The development of EC is closely bound up internet and techniques. But most of these literatures focus on using data mining to analyze the browsing behavior or the shopping relationship, even is potential browsing pages or forecast the next shopping goods in the future. In this report, we design a personalized page for different users, in a word, as different user logins the system will view the different pages, and the system can also see the last results of the searching. In the implementation, the system is compared with the auction of yahoo and pchome web. The results of comparison show in this thesis are better than them on some issues.

Keywords : electronic commerce ; personalized agent ; personalized search ; data mining

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