

## <<电子商务与 Web技术>>

### 图书基本信息

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### 内容概要

This book constitutes the refereed proceedings of the 7th International Conference on Electronic Commerce and Web Technologies, EC-Web 2006, held in Krakow, Poland in September 2006 in conjunction with DEXA 2006. The 24 revised full papers presented together with 1 invited talk were carefully reviewed and selected from 88 submissions. The papers are organized in topical sections on recommender systems, business process / design aspects, mobile commerce, security and e-payment, Web services computing / semantic Web, e-negotiation and agent mediated systems, and issues in Web advertising.

书籍目录

Recommender System 1 Map-Based Recommendation of Hyperlinked Document Collections Web User Segmentation Based on a Mixture of Factor Analyzers A Hybrid Similarity Concept for Browsing Semi-structured Product ItemsRecommender Systems 2 A Preference-Based Recommender System Enhanced Prediction Algorithm for Item-Based Collaborative Filtering Recommendation Persuasive Online-Selling in Quality and Taste DomainsBusiness Process / Design Aspects Proviado Personalized and Configurable Visualizations of Business Processes Service-Oriented Data and Process Models for Personalization and Collaboration in e-Business A Framework for Raising Collaboration Levels on the Internet Designing Volatile Functionality in E-Commerce Web ApplicationsMobile Commerce Design of Ubiquitous Referral Marketing: A Business Model and Method Pre-service and Post-transcoding Schema for an Adaptive PC to Mobile Web Contents Transcoding System Context-Aware Recommendation Service Using Multi-leveled Information in Mobile CommerceSecurity and E-Payment Attribute-Based Authentication and Authorisation Infrastructures for E-Commerce Providers Seamlessness and Privacy Enhanced Ubiquitous Payment CcrTicket Solution: Safe Home-Ticketing Through InternetWeb Services Computing / Semantic Web Efficient Invocation of Web Services Using Intensional Results On Distributed Service Selection for QoS Driven Service Composition RLinda: A Petri Net Based Implementation of the Linda Coordination Paradigm for Web Services InteractionsE-Negotiation and Agent Mediated SystemsIssues in Web AdvertisingAuthor Index

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