

博士论坛

## 新兴智能化商务系统研究

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收稿日期 2009-5-27 修回日期 2009-6-29 网络版发布日期 2009-9-8 接受日期

**摘要** 通过对ASP平台用户需求的分析, 构建了基于ASP的新兴智能化商务系统, 包含电子虚拟市场、商务个性化推荐、商务谈判定价三个子系统的一种解决方案。ASP用户登录后, 在电子虚拟市场中进行商务活动。商品本体库提供了智能交易的产品资源。推荐Agent根据用户信息和历史记录, 采用协同过滤算法得到推荐结果并显示给用户。选定产品后进入商务谈判, 谈判Agent提供平台, 使用户对产品价格进行商谈而获得双方认可的价格, 并达成交易、下订单。商务过程中其他事件由协商Agent处理。

**关键词** [智能](#) [应用服务提供商平台](#) [电子虚拟市场](#) [商务推荐](#) [商务谈判](#)

**分类号** [TP391](#)

## New intellectualization business system research

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### Abstract

With the ASP platform user's needs analysis, the new intellectualization business system based on the ASP is constructed. This system contains the electronic virtual market, the commercial personalization recommendation, the commercial negotiations to fix a price sub-system. After the ASP user registers, the commercial activity is carried on in the electronic virtual market. The commodity ontology library has provided the intelligent transaction product resources. Based on the user's information and the historic record, the recommended Agent uses the coordination filter algorithm to obtain the recommendation result. After the product is designated, the business negotiation begins. Negotiate Agent provides the platform on which the user carries on the discussion to obtain the product price which both sides approve, and gives the order form. The recommended Agent manages the other events in the commercial process.

**Key words** [intelligent](#) [Application Service Provider \(ASP\)](#) [platform](#) [electronic virtual market](#) [recommended business](#) [business negotiation](#)

DOI: 10.3778/j.issn.1002-8331.2009.25.002

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