Web Mining Applications in E-commerce and E-services (Studies in Computational Intelligence)
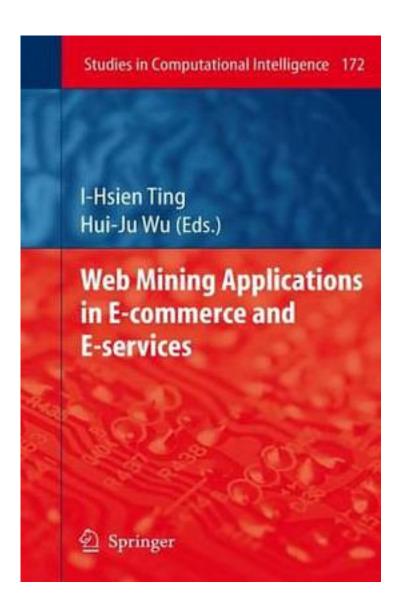
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Web mining applications in E-commerce and E-services is a new research direction in the area of web mining. Among all of the possible applications in web research, e-commerce and e-services have been identified as important domains for Web-mining techniques. Web-mining techniques also play an important role in e-commerce and eservices, proving to be useful tools for understanding how ecommerce and e-service Web sites and services are used. This book therefore collects new developments and high quality researches for the readers of this book to understand the topics of web mining applications in e-commerce and e-services as well as the state-of-the-arts in this area. The chapters in this book include web usage mining and user browsing behavior analysis, semantic web mining, web performance mining, web mining for usersa (TM) need understanding, web mining for social network analysis and web mining for P2P services.

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