

1. Record Nr.	UNINA9910298970603321
Titolo	E-Commerce and Web Technologies : 15th International Conference, EC-Web 2014, Munich, Germany, September 1-4, 2014, Proceedings / / edited by Martin Hepp, Yigal Hoffner
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-10491-8
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (XII, 194 p. 48 illus.)
Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 188
Disciplina	330
Soggetti	Business information services Electronic commerce Artificial intelligence Application software IT in Business e-Commerce and e-Business Artificial Intelligence Computer and Information Systems Applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part: Data, Information, and Knowledge Management for E-Business -- Implementing the WiPo Architecture -- Effective Web Crawling for Chinese Addresses and Associated Information -- Information Need in Cloud Service Procurement – An Exploratory Case Study (Short Paper) -- Part: Semantic Web and Linked Open Data for E-Business -- Exploiting Freebase to Obtain GoodRelations-Based Product Ontologies -- Modelling and Linking Transformations in EPCIS Governing Supply Chain Business Processes -- Validator and Preview for the JobPosting Data Model of Schema.org (Short Paper) -- Automotive Ranges as eCommerce Data (Short Paper) -- Linked Data-Based Conceptual Modelling for Recommendation: A FCA-Based Approach (Short Paper) -- Part: Search, Matchmaking, Recommender and Comparison Systems -- A Linked Data Recommender System Using a Neighborhood-Based Graph Kernel -- Resource Recommendation in Social Annotation

Systems Based on User Partitioning -- Resource Recommendation in Social Annotation Systems Based on User Partitioning -- Active Learning in Collaborative Filtering Recommender Systems -- Personality-Aware Collaborative Filtering: An Empirical Study in Multiple Domains with Facebook Data -- Modelling User Preferences from Implicit Preference Indicators via Compensational Aggregations (Short Paper) -- Using Dependency Bigrams and Discourse Connectives for Predicting the Helpfulness of Online Reviews (Short Paper) -- Part: Economics, Management, and Law -- Customer Load Strategies for Demand Response in Bilateral Contracting of Electricity -- An Inductive Approach to Reconceptualizing and Theorizing about Digital Services (Short Paper) -- How to Create an E-Advertising Adaptation Strategy: The AEADS Approach (Short Paper) -- Part: Social Interaction in E-Business -- Modelling User Behaviour in Online Q&A Communities for Customer Support.

Sommario/riassunto

This book constitutes the refereed proceedings of the 15th International Conference on Electronic Commerce and Web Technologies (EC-Web) held in Munich, Germany, in September 2014. The 11 full and 8 short papers included in this volume were carefully reviewed and selected from 46 submissions. The papers are organized in topical sections on data, information, and knowledge management for e-business; Semantic Web and linked open data for e-business; search, matchmaking, recommender and comparison systems; economics, management, and law; and social interaction in e-business.
