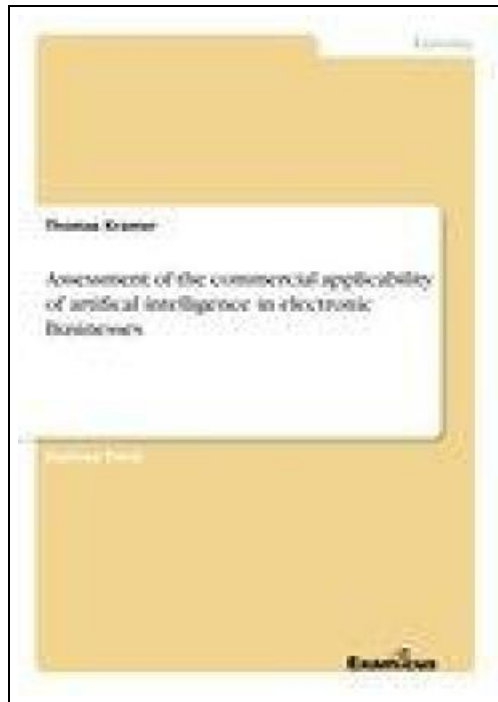


## Assessment of the commercial applicability of artificial intelligence in electronic Businesses



Filesize: 1.29 MB

### **Reviews**

*This pdf may be worth getting. It is actually written in straightforward words and not difficult to understand. You will not feel monotony at any moment of your respective time (that's what catalogs are for about should you request me).*  
**(Miss Golda Okuneva)**

## ASSESSMENT OF THE COMMERCIAL APPLICABILITY OF ARTIFICIAL INTELLIGENCE IN ELECTRONIC BUSINESSES

[DOWNLOAD](#)

Grin Verlag Aug 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Diploma Thesis from the year 2002 in the subject Business economics - Operations Research, grade: 1.3, European Business School - International University Schloß Reichartshausen Oestrich-Winkel, language: English, abstract: The purpose of this thesis is to analyse, assess and evaluate the potential of commercial applications of artificial intelligence in electronic businesses. Therefore the main research question of this paper is whether artificial intelligence is reasonably applicable in Internet-related businesses, first in terms of effectiveness and second in terms of efficiency. In the assessment the application of artificial intelligence in electronic businesses is represented by the employment of intelligent agents. In harmony with the major research question emphasized above, the paper provides a thorough discussion about the economic impact of the most common and relevant application types of intelligent agents on electronic commerce environments. In addition the driving underlying technologies of intelligent agents are analysed with respect to artificial intelligence techniques and methods, and current standardisation efforts. The assessment itself constitutes of theoretical and practical instruments that measure the commercial applicability of artificial intelligence in electronic businesses. First, the effectiveness of employing intelligent agents will be measured with a cost-benefit analysis to prove whether it is the right thing to do for an electronic business. Second, the efficiency of such an application will be assessed with a detailed SWOT-Analysis in order to determine whether employed agents do their job right. Finally, the results from a range of expert interviews with dominating developers in the field of intelligent systems technology will be integrated into the assessment. Expert interviews as a research method seem to be appropriate for this assessment as they investigate the phenomenon within its real-life context. Furthermore they...

[Read Assessment of the commercial applicability of artificial intelligence in electronic Businesses Online](#)[Download PDF Assessment of the commercial applicability of artificial intelligence in electronic Businesses](#)

## Related PDFs



**Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Read Document »](#)



**Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Read Document »](#)



**Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually...

[Read Document »](#)



**The Healthy Lunchbox How to Plan Prepare and Pack Stress Free Meals Kids Will Love by American Diabetes Association Staff Marie McLendon and Cristy Shauck 2005 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Read Document »](#)



**The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds**

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year...

[Read Document »](#)