

지능적인 전자상거래 의사결정을 위한 확장된 AND-OR 그래프 방법에 관한 연구

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Abstract

We propose a brand new approach to an intelligent electronic commerce (EC) decision-making by using an Extended AND-OR Graph (EAOG)-driven inference mechanism. In the field of traditional expert systems research, AND-OR Graph approach has been suggested as a useful tool for representing the logic flowchart of the forward and/or backward chaining inference methods. However, the AND-OR Graph approach cannot be effectively used in the EC problems in which real-time problem-solving property is highly required. In this sense, we propose the EAOG inference mechanism for EC problem-solving in which heuristic knowledge necessary for intelligent EC problem-solving can be represented in a matrix form and therefore easily applied to a wide variety of EC decision-making problems with a high computational efficiency. We have proved the validity of our approach with an illustrative example.

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