Neural Network and GA based Intelligent B2B Negotiation System

Abstract

E-commerce has become one of the most important aspects of today's buying and selling process. Due to the large number of transactions performed online, there arises a need for intelligent support tools to improve the efficiency in performing these transactions. According to the BBT business model, negotiation plays an important part in B2B e-commerce. Web services play a major role in performing the negotiations. Here a two phase system is proposed that helps in appropriate web service discovery and service analysis and finally provides the user with a set of workflows that are appropriate for the current user. A neural network based analyzer is used in the discovery phase, which helps in selecting the appropriate web service. Finally, the GA based analyzer is used for resolving the final k best workflows.

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**Index Terms**

Computer Science  
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**Keywords**

Automated negotiations  E-commerce  web services  neural networks