Abstract

Ever increasing complexity, higher demand for pro-activeness, and high speeds of innovation resulting from heavy competition, demand the adoption of more intelligent systems, which are capable of producing optimal results, in all fields. B2C E-Commerce applications are no different. The major challenge in transitioning a brick and mortar business to an online environment is to provide the same user experience as that of a wayside store, like the consultation, up selling, pro-activeness, negotiation, delivery, etc. This requirement has created a lot of intelligent tools and necessitates further evolution of more intelligent tools. Autonomic computing provides the framework for design of independent intelligent self-managing components, and is thereby optimally suited to assist E-Commerce in this journey. This framework can be extensively used to upgrade existing E-Commerce systems with autonomic features. This paper introduces the concept of autonomic computing in e-commerce applications, and provides a generic architecture, with specific focus on self-optimizing characteristics of autonomic computing. Details of concrete implementation of autonomic components in an e-commerce environment are provided. This paper is the specific application scenario of the generic autonomic concept presented in "Autonomic Computing Architecture for Business Applications" [1].
References

Keywords

autonomic computing  e-commerce  associative display  differential evolution
automatic discount

online shop