

# Contents

Preface .....	V
---------------	---

## Part 1. Foundations of Electronic Commerce

Barriers to Global Electronic Commerce .....	3
<i>M. Niedzwiedzinski</i>	
Foundations of Electronic Data Interchange .....	13
<i>H. Niedzwiedzinska and M. Niedzwiedzinski</i>	
Some Legal Aspects of Electronic Commerce .....	19
<i>A. Grudzińska-Kuna and M. Ziemecka</i>	

## Part 2. Neural Networks

Competitive Neural Networks for Customer Choice Models.....	41
<i>W.A. Kusters and M.C. van Wezel</i>	
CRM in e-Business: a Client's Life Cycle Model Based on a Neural Network.....	61
<i>O. Marbán, E. Menasalvas, C. Montes, J.G. Rajakulendran, and J. Segovia</i>	
Customer Relationship Management Systems: The Application of Fuzzy ART Neural Network.....	78
<i>S. Park and N.C. Suresh</i>	
Characterizing and Segmenting the Online Customer Market Using Neural Networks.....	101
<i>A. Vellido, P.J.G. Lisboa, and K. Meehan</i>	
Data Mining for Diverse E-Commerce Applications .....	120
<i>A. Gupta, S. Vadhavkar, and J. Yeung</i>	
Extreme Sample Classification and Credit Card Fraud Detection .....	136
<i>J.R. Dorronsoro, A.M. González, and C. Santa Cruz</i>	

### **Part 3. Evolutionary Programming**

A Review of Evolutionary Algorithms for E-Commerce.....	159
<i>A.A. Freitas</i>	
Artificial Adaptive Market Traders Based in Genetic Algorithms for a Stock Market Simulator .....	180
<i>P. Isasi and M. Velasco</i>	
Data Mining in Marketing Using Bayesian Networks and Evolutionary Programming.....	198
<i>G. Cui and M.L. Wong</i>	
Improving User Profiles for E-Commerce by Genetic Algorithms.....	215
<i>Y. Chen and C. Shahabi</i>	

### **Part 4. Fuzzy Logic**

Automatic Web User Profiling and Personalization Using Robust Fuzzy Relational Clustering.....	233
<i>O. Nasraoui, R. Krishanapuram, A. Joshi, and T. Kamdar</i>	
Fuzzy Quantifiable Trust in Secure E-Commerce.....	262
<i>D.W. Manchala</i>	
Fuzzy Similarity in E-Commerce Domains .....	281
<i>A. Niewiadomski and P.S. Szczepaniak</i>	

### **Part 5. CBR and Agents**

Agencies of Agents for Logistic Applications .....	293
<i>S. Banerjee</i>	
Intelligent Customer Support for Product Selection with Case-Based Reasoning.....	322
<i>R. Bergmann, S. Schmitt, and A. Stahl</i>	
Mobile Agent Based Auctionlike Negotiation in Internet Retail Commerce.....	342
<i>X. Wang, X. Yi, R. Krishnan, C.K. Siew, and P.K. Khosla</i>	
<b>Subject Index</b> .....	363
<b>Author Index</b> .....	365