



E Commerce – Session 2

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January 9th, 2008

"I started concentrating so hard on my vision that I lost sight."



Review

- Outline, Subject Areas
 - Updates made over weekend
- Mailing list, CMS/BB
- Word press assignment
- Reading discussion
- Commerce & Electronic Commerce
 - Facebook/YouTube information based biz?

Why E-commerce

- Productivity
 - Speed of transactions
 - When you sleep ...
- Wider Audience
- Lower barrier to entry?
- Greater offerings
 - Lower inventories
- Facilitation of Physical Commerce

Types of E-Commerce

- B2B
 - Examples
- B2C
 - Examples
- C2C
 - Examples
- B2G
 - Examples
- C2G
 - Examples

Intelligent Agent?

- A weak notion
 - Autonomy: No direct human intervention. Control over actions & state
 - Social ability: Interact with other agents, devices and humans
 - Reactivity: Respond to environment changes in timely and rational manner
 - Proactive: Generate their own goals and act to achieve them
- A stronger notion
 - Agents have knowledge, belief, intention, obligation
 - Mobility: Can move around from one machine to another and across different system architectures and platforms;
 - Veracious: Do not knowingly communicate false information
 - Benevolent: Always try to do what they are asked of
 - Rationale: Will try to achieve their goals

Intelligent agents

- Examples:
 - Brokerage (prices, prod info, validations)
 - Procurement: Obtaining materials & services
 - Notification (products, pricing, tastes, recommendations). Learning?
 - LDI phone call (both ends), translation
 - AD WORDS
 - RSS

Assignment, Reading, Groups

- Open discussion