COLLABORATIVE MULTI-AGENT-BASED E-COMMERCE FRAMEWORK

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ABSTRACT
Software agents offer a promise to change electronic commerce trading by helping traders to purchase products based on their interests and preferences. E-commerce systems are increasingly recognizing the importance of giving additional value to customers by providing customized transactional experiences. We believe that increased support for collaboration is a logical next step in the evolution of the e-commerce systems. The main goal here is to create a collaborative multi-agent based e-commerce framework that allows autonomy, pro-activity, and personalization including an intelligent mall agent, a seller agent, and a buyer agent with their independent profiles. The basic idea is to get a fully qualified broker that can intelligently identify the buyer's needs based on standard parameters that are given to help alleviate the problems of finding interest items. The proposed framework aims to giving meaningful responses to meaningful requests and to delivering appropriate items to people who need it, when they need it, in a manner that meets their interests. To demonstrate the proposed framework a prototype is implemented and tested.

Keywords: Multi-Agent, E-commerce system.