Maximizing Business Performance and Efficiency Through Intelligent Systems

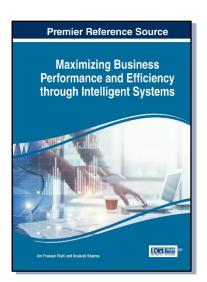
Part of the Advances in Business Information Systems and Analytics Book Series

Om Prakash Rishi (University of Kota, India) and Anukrati Sharma (University of Kota, India)

Description:

Technology has vastly advanced over the years and created new developments and uses across various industries. By applying these new approaches in the business world, process management and organization can be significantly improved.

Maximizing Business Performance and Efficiency Through Intelligent Systems is an essential reference publication for the latest research on methods to use artificial intelligence in organizational settings. Featuring coverage on a broad range of topics such as information retrieval, fuzzy systems, and neural networks, this book is ideally designed for students, professionals, and researchers seeking research on emerging advances in business technology applications.



ISBN: 9781522522348 **Release Date:** May, 2017 **Copyright:** 2017 **Pages:** 255

Topics Covered:

- Artificial Intelligence
- Cloud Computing
- Fuzzy Systems
- Information retrieval
- Neural Networks
- Semantic Web

Hardcover: \$175.00

E-Book: \$175.00

Hardcover + E-Book: \$210.00

Order Information

Phone: 717-533-8845 x100 Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115 Online Bookstore: www.igi-global.com



Table of Contents

Chapter 1

Knowledge Extraction through Page Rank using Web Mining Techniques for E-business A Review

Mahesh Singh, University of Kota, Kota, Rajasthan, India Om Rishi, Department of Computer Science and Informatics, University of Kota, Kota

Anukrati Sharma, Department of Commerce and Management, University of Kota, Kota, Rajasthan, India Zaved Akhtar, Dept. of Computer Science & Engg., Vishveshwarya Institute of Engg. & Tech.(Affiliated to AKTU, LKO)

Chapter 2

The Impact of Emerging Technologies and Social Media on Different Business(s) Marketing and Management Smita Agrawal, Global Institute of Technology

Chapter 3

Intelligent Big Data Analytics: Adaptive E-Commerce Website Ranking Using Apriori- Hadoop – BDAS Based Cloud Framework

DHEERAJ MALHOTRA, UNIVERSITY OF KOTA Neha Verma, IK Gujral Punjab Technical University Om Prakash Rishi, UNIVERSITY OF KOTA Jatinder Singh, DAV University

Chapter 4

ABDITS Analysis, Design and Working of agents

Shweta Mahlawat, Banasthali University Praveen Dhyani, Banasthali University OmPrakash Rishi, University of Kota

Chapter 5

Applications of AI in Financial System

Santosh kumar, IMS UNISON University Roopali Sharma, Birla Institute of Technology, Mesra

Chapter 6

Autonomous Market Segments Estimation Using Density Conscious Artificial Immune System Learner

Vishwambhar Pathak, BIT MESRA Jaipur Campus

Chapter 7

Blue ocean strategy a neccsity prescription for companies akansha bhargava, Dr. Ambedkar institute of management and Reserach, Nagpur

Chapter 8

Client Centric Cloud Service Composition

Vivek Gaur, BIT Mesra Jaipur, Campus Praveen Dhyani, Banasthali Univerisity Jaipur Campus Om Rishi, Kota Engineering College

Chapter 9

Internet Finance

Marta Vidal, Complutense University of Madrid Javier Vidal-García, University of Valladolid Stelios Bekiros, European University Institute

Chapter 10

Marketing and Social Media

Reshu Goyal, Banathali Vidhyapeeth Praveen Dhyani, Banasthali Vidhyapeeth OP Rishi, University of Kota

Chapter 11

Strategic Planning of Cold Supply Chain towards Good Manufacturing Practices: Issues and Challenges in Indian Market

Supriyo Roy, Birla Institute of Technology Kaushik Kumar, Birla Institute of Technology

Chapter 12

SIMULATION for DISTRIBUTED ASSEMBLY LINE MANUFACTURING PROCESSES: A FRAMEWORK on PETRI.NET SIMULATOR 2.0

SHWETANK PARIHAR, ISM, DHANBAD CHANDAN BHAR, ISM, DHANBAD

Om Prakash Rishi is an Associate Professor at University of Kota. His research area of interests include Artificial Intelligence, Big Data Analytics, Cloud Computing, and Information Security.

Anukrati Sharma is currently Associate Professor in the Faculty of Commerce and Management, University of Kota, Kota Rajasthan, India. Dr. Sharma has worked as an internal trainer and teacher in the management arena. Recently in the year 2015 she got a Research Award by UGC, New Delhi on the topic of Analysis of the Status of Tourism in Hadoti and Shekhawati Region/Circuit (Rajasthan):Opportunities, Challenges and Future Prospectus. Her doctorate degree is in Tourism Marketing from University of Rajasthan and she completed her dissertation research on the topic of Tourism in Rajasthan Progress & Prospects. She has two postgraduate degree specialties-one in International Business (Masters of International Business) and another in Business Administration (Masters of Commerce). Her core subjects are Tourism, Strategic Management, Law, General Management and International Business Management. She has written 10 books on different subjects titled -Tourism Marketing, Organizational Behavior, Principles and Practices.