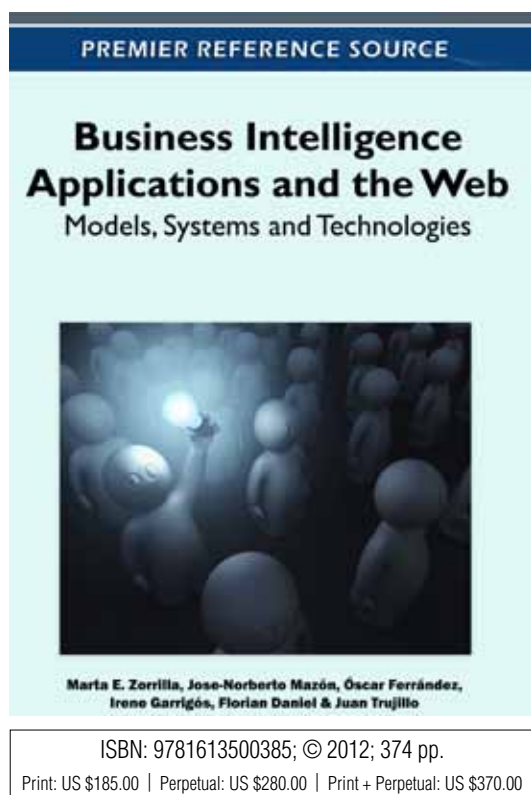


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Business Intelligence Applications and the Web: Models, Systems and Technologies



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Over the last decade, we have witnessed an increasing use of Business Intelligence (BI) solutions that allow business people to query, understand, and analyze their business data in order to make better decisions. Traditionally, BI applications allow management and decision-makers to acquire useful knowledge about the performance and problems of business from the data of their organization by means of a variety of technologies, such as data warehousing, data mining, business performance management, OLAP, and periodical business reports. Research in these areas has produced consolidated solutions, techniques, and methodologies, and there are a variety of commercial products available that are based on these results.

Business Intelligence Applications and the Web: Models, Systems and Technologies summarizes current research advances in BI and the Web, emphasizing research solutions, techniques, and methodologies which combine both areas in the interest of building better BI solutions. This comprehensive collection aims to emphasize the interconnections that exist among the two research areas and to highlight the benefits of combined use of BI and Web practices, which so far have acted rather independently, often in cases where their joint application would have been sensible.

Topics Covered:

- BI for Designing Adaptive Websites
- BI with Unstructured Data and Semi-Structured Data
- Extraction, Transformation, and Load of Web Data
- NLP Applied to BI
- Semantic Web Technologies
- The Role of Web 2.0/3.0 in BI
- Web Data Quality
- Web Engineering Techniques for BI Applications
- Web Integration
- Web Intelligence

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Marta Elena Zorrilla Pantaleón is an Assistant Professor in Computer Science at the University of Cantabria (Spain). She earned her Bachelor's degree in Telecommunication Engineering and PhD in Computer Science at the University of Cantabria in 1994 and 2001, respectively. She has participated in and managed more than 20 research projects, most of them with companies, and she is author of a database book and more than 40 works published in international journals, books, and conferences. She is an active reviewer of several international journals and conferences (DSS, IJCSA, IEEE-Education, IEEE-RITA, SCI, BEWEB, etc.). Her research interests are the design and development of Information Systems and intelligent systems for companies, and, inside the educational area, the application of data mining techniques and OLAP technologies in order to analyse and improve Web-based learning sites.

Section 1: BI with Web Data

Chapter 1

Quality Management in Web Warehouses

Marotta Adriana (Universidad de la República, Uruguay)
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Chapter 2

Innovative Approaches for Efficiently Warehousing Complex Data from the Web

Bentayeb Fadila (University of Lyon, France)
Maiz Nora (University of Lyon, France)
Mahboubi Hadj (CEMAGREF Centre Clermont-Ferrand, France)
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Loudcher Sabine (University of Lyon, France)
Harbi Nouria (University of Lyon, France)
Boussaïd Omar (University of Lyon, France)
Darmont Jérôme (University of Lyon, France)

Chapter 3

An Extraction, Transformation, and Loading Tool Applied to a Fuzzy Data Mining System

Carrasco Ramón A. (University of Granada, Spain)
Hornos Miguel J. (University of Granada, Spain)
Villar Pedro (University of Granada, Spain)
Aguilar María A. (University of Granada, Spain)

Chapter 4

Incorporating Text OLAP in Business Intelligence

Park Byung-Kwon (Dong-A University, Korea)
Song Il-Yeol (Drexel University, USA)

Chapter 5

A Semantic Approach for News Recommendation

Frasincar Flavius (Erasmus University Rotterdam, The Netherlands)
Ijntema Wouter (Erasmus University Rotterdam, The Netherlands)
Goossen Frank (Erasmus University Rotterdam, The Netherlands)
Hogenboom Frederik (Erasmus University Rotterdam, The Netherlands)

Chapter 6

Interaction Mining:

Pallotta Vincenzo (Webster University, Switzerland)
Vrieling Lammert (Webster University, Switzerland)
Delmonte Rodolfo (Università "Ca Foscari," Italy)

Chapter 7

OpAL:

Balahur Alexandra (University of Alicante, Spain)
Boldrini Ester (University of Alicante, Spain)
Montoyo Andrés (University of Alicante, Spain)
Martínez-Barco Patricio (University of Alicante, Spain)

Chapter 8

A Unified Approach for Taxonomy-Based Technology Forecasting

Henschel Andreas (Masdar Institute of Science and Technology, UAE)
Casagrande Erik (Masdar Institute of Science and Technology, UAE)
Woon Wei Lee (Masdar Institute of Science and Technology, UAE)
Janajreh Isam (Masdar Institute of Science and Technology, UAE)
Madnick Stuart (Massachusetts Institute of Technology, USA)

Section 2: Engineering Web-Enabled BI

Chapter 9

Business Intelligence-as-a-Service:

Essaidi Moez (Université Paris-Nord, France)
Osmani Aomar (Université Paris-Nord, France)

Chapter 10

A Data Mining Service to Assist Instructors Involved in Virtual Education

Zorrilla Marta E. (University of Cantabria, Spain)
García Diego (University of Cantabria, Spain)

Chapter 11

BIN:

Golfarelli Matteo (University of Bologna, Italy)
Mandreoli Federica (University of Modena and Reggio Emilia, Italy)
Penzo Wilma (University of Bologna, Italy)
Rizzi Stefano (University of Bologna, Italy)
Turricchia Elisa (University of Bologna, Italy)

Chapter 12

Towards Ad-Hoc and Collaborative Business Intelligence

Berthold Henrike (SAP AG, Germany)
Rösch Philipp (SAP AG, Germany)
Zöller Stefan (BARC, Germany)
Wortmann Felix (University of St. Gallen, Switzerland)
Carenini Alessio (CEFRIEL, Italy)
Campbell Stuart (TIE, Netherlands)

Chapter 13

Real-Time BI and Situational Analysis

Thiele Maik (Technische Universität Dresden, Germany)
Lehner Wolfgang (Technische Universität Dresden, Germany)

Chapter 14

Semantic Web Technologies for Business Intelligence

Berlanga Rafael (Universitat Jaume I, Spain)
Romero Oscar (Universitat Politècnica de Catalunya, Spain)
Simitsis Alkis (Hewlett-Packard Co, USA)
Nebot Victoria (Universitat Jaume I, Spain)
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