Web Data Mining and the Development of Knowledge-Based Decision Support Systems

Part of the Advances in Data Mining and Database Management Book Series

G. Sreedhar (Rashtriya Sanskrit Vidyapeetha (Deemed University), India)

Description:

Websites are a central part of today’s business world; however, with the vast amount of information that constantly changes and the frequency of required updates, this can come at a high cost to modern businesses.

*Web Data Mining and the Development of Knowledge-Based Decision Support Systems* is a key reference source on decision support systems in view of end user accessibility and identifies methods for extraction and analysis of useful information from web documents. Features extensive coverage across a range of relevant perspectives and topics, such as semantic web, machine learning, and expert systems.

Readers:

This book is ideally designed for web developers, internet users, online application developers, researchers, and faculty.


Topics Covered:

- Artificial Intelligence
- Decision Support Systems
- Enterprise Information Management
- Expert Systems
- Machine Learning
- Recommendation Systems
- Semantic Web

Hardcover + E-Book Only:

$165.00

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

Foreword

Preface

Acknowledgment

Section 1
Developing Decision Support Systems

Chapter 1
Development of Efficient Decision Support System using Web
Data Mining
G. Sreedhar, Rashtriya Sanskrit Vidyapeetha (Deemed
University), India
A. Anandaraja Chari, Rayalseema University, Kurnool

Chapter 2
Improving Decision Making in a Business Simulator using
TOPSIS Methodology for the Establishment of Reactive
Systems
Carlos Alberto Ochoa Ortiz Zezzatti, Juarez City University,
Mexico

Chapter 3
DSS for Web Mining using Recommendation Systems
M Varaprasad Rao, Anurag Group of Institutions, India
G Vishnu Murthy, Anurag Group of Institutions, India

Chapter 4
Mastering Intelligent Decision Support Systems in Enterprise
Information Management
Kijopokin Kasemsap, Suan Sunandha Rajabhat University,
Thailand

Section 2
Developing Web Mining Systems

Chapter 5
Web Data Mining in Education: Decision Support by Learning
Analytics with Bloom’s Taxonomy
Wing Shui Ng, The Education University of Hong Kong, Hong
Kong

Chapter 6
Discover Patterns from Web based Dataset
Rahavendra Kumar, LNCT College, India
Priyanka Pandey, LNCT College, India
Prasanth Kumar Pattnaik, KIIT University, India

Chapter 7
Web Usage Mining: Improving the Performance of Web based
Application through Web Mining
V Sathiyamoorthi, Sona College of Technology, India

Chapter 8
Multi Agent based Information Retrieval System using
Information Scent in Query log mining for Effective Web
Search
Suruchi Chawla , Shaheed Ragjuru College Delhi University,
India

Section 3

Developing Efficient Knowledge based Systems

Chapter 9
Knowledge Representation Technologies using Semantic Web
Vudattu Kiran Kumar, Dravidian University, India

Chapter 10
Discovering Knowledge Hidden in Big Data from Machine
Learning Techniques
Adiraju Prashantha Rao, Anuraj Group of Institutions, India

Chapter 11
Knowledge based Decision Support System for analyzing the
Relevancies of various Attributes based on their
Characteristics
C Madana Kumar Reddy, Annamacharya PG College of
Computer Sciences, India

Chapter 12
Website Topology Modification with Hotlinks using Mined Web
usage Knowledge
Thendral Puyalnithi, VIT University, India
V Madhu Viswanatham, VIT University, India

Section 4
Developing Social Media based Mining Systems

Chapter 13
Mining on Social Media
Ambati Venkata Krishna Prasad, K L University, India
Venkata Naresh Mandhala, K L University, India

Chapter 14
Some Other Applications in Community Graph under the
Preview of Social Graph using Graph Mining Techniques
Bapuji Rao, iNurture Education Solutions Private Limited, India
Sasmita Mishra, IGIT, India
Saroja Nanda Mishra, IGIT, India

Chapter 15
Social Network Web Mining: Web Mining Techniques for
Online Social Network Analysis
Balamurugan Balusamy, VIT University, India
Vegesna Tarun Sai Varma, VIT University, India
Sohil Sri Mani Yeshwanth Grandhi, VIT University, India

Section 5
Developing Data and Text Mining Systems

Chapter 16
Data Mining and Data Warehousing: Introduction to Data
Mining and Data warehousing
V Sathiyamoorthi, Sona College of Technology, India

Chapter 17
Text Mining: Current Trends and Applications
Kijopokin Kasem sap, Suan Sunandha Rajabhat University,
Thailand

Compilation of References

About the Contributors

Index
G. Sreedhar is working as an Associate Professor in the Department of Computer Science, Rashtiya Sanskrit Vidyapeetha (Deemed University), Tirupati, India since 2001. G. Sreedhar received his Ph.D in Computer Science and Technology from Sri Krishnadevaraya University, Anantapur, India in the year 2011. He has over 15 years of Experience in Teaching and Research in the field of Computer Science. He published more than 15 research papers related to web engineering in reputed international journals. He published 4 books from reputed international publications and he presented more than 15 research papers in various national and international conferences. He handled research projects in computer science funded by University Grants Commission, Government of India. He is a member in various professional bodies like academic council, board of studies and editorial board member in various international journals in the field of computer science, Information Technology and other related fields. He has proven knowledge in the field of Computer Science and allied research areas.