

A Control Structure for Intelligent Emotion-Oriented eCommerce Systems

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Abstract—There are various design factors that affect the customer's emotions in an eCommerce environment. A control diagram identifying the major elements and processes involved in an emotion-oriented eCommerce system has been created. The control structure and its components are identified and described. For supporting the simulation of emotion-oriented eCommerce systems the control structure is implemented as a MATLAB-SIMULINK-based control structure.

Index Terms—Emotion-Oriented eCommerce, control structure, intelligent systems, simulation.