Cooperation Agent Applications for MKA Based on Grid Computing*

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ABSTRACT

The enterprise marketing knowledge acquisition is more important for effective marketing management. This paper discusses the ways and mechanism of the marketing knowledge acquirement and retrieval based on grid computing. The cooperation agent, multi-agent and mobile agent will have profound impact on MKA. To solve complex problems, these agents must work cooperatively with other agents in a heterogeneous environment. The ant algorithm for the applications of cooperation agent in marketing knowledge acquirement is presented. And a multi-agent distributed marketing knowledge acquirement scheme in ant algorithm is constructed according to the hybrid different structure mechanism based on grid computing. The component of the architecture is analyzed.

Keywords: Marketing Knowledge Acquisition (MKA), Grid Computing, Cooperation Agent, Ant Algorithm.