

AN ARCHITECTURE FOR ELECTRONIC CONTENT COMMERCE SYSTEMS

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The research discusses the development of unified methods and software tools for processing information resources in the electronic content commerce systems. A new detailed classification of electronic commerce systems and electronic content commerce systems is proposed. A formal model and generalized typical architecture of electronic content commerce systems are proposed. Architecture and models of electronic content commerce systems are built. A new approach to application and implementation of business processes is formulated for the construction of systems of electronic content commerce. A complex method of content creation, the operational method of content management and complex method of content support are developed. Software tools for content creation, management and support are developed. Design and implementation methods of electronic content commerce systems are based on online newspapers, which reflect the results of theoretical research, are developed.

From the perspective of a systemic approach, the principles of applying information resources processing in electronic content commerce systems for content lifecycle implementation made the development of methods for the commercial content formation, management and support possible. An integrated method of commercial content formation for the time and resources reduction of content production is developed. This makes it possible to create a means of information resources processing and implement subsystem of automatically generated content. An operational method of commercial content management for the time and resources reduction of content sales was created, which makes it possible to implement commercial content management subsystem. A comprehensive method of commercial content support for the time and resource reduction of the target audience analysis in electronic content commerce systems is implemented, which makes it possible to develop a commercial content support subsystem. A content lifecycle model in electronic commerce systems is proposed in the research. The model describes the processes of information resources processing in the electronic content commerce systems and simplifies the content automation management technology. In the given paper the main problems of e-commerce and content function management services are analyzed.

Keywords – information resources, content, content management system, content lifecycle, electronic content commerce system.