

# PORTAL FEATURES – PERSONALIZATION

**Cătălin Ioan MAICAN**\*

**Abstract:** *The paper presents personalization as a key portal feature. The first part makes an overview of various definitions of personalization. The second part presents various classifications of personalization*

**Key words:** *personalization, customization, rule-based personalization, behaviour-based personalization*

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\* Dept. of Management and Economic Informatics, *Transilvania University of Braşov*