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Soggetti	Marketing research Business intelligence Manufactures Operations research Production management Market Research and Competitive Intelligence Machines, Tools, Processes Operations Research and Decision Theory Operations Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Part I: Reviews and discussions -- 1: Analytical Modeling Research in Fashion Business: An Introduction -- 2: Analytical Modeling Research Methodologies for Fashion Business Operations Management -- 3: A Review: Customer Returns in Fashion Retailing -- Part II: Theoretical economic models -- 4: The Role of Quick Response in Accelerating Sales of Fashion Goods -- 5: Mixed Channels for Apparel Sales -- 6: Impacts of Vendor-Managed Strategic Partnership on Fashion Supply Chains with Markdown Money Policy -- 7: Fashion Retailing Inventory Management with Random Supply -- Part III: Engineering models, applications and cases -- 8: Tales of a Fashion So(u)rcer: Optimal Sourcing, Quotation, and In-House Production Decisions -- 9: Distribution, Transshipment and Sustainable Logistics for Fashion Products -- 10: Design of Order-Picking System and Selecting Picking Strategies in a 3PL Firm for Serving Fashion Retailing Companies -- 11:

## Fashion Supply Chain Inventory Optimization Models with Service Level and Lead Time Considerations -- 12: An AHP-based Scheme for Sales Forecasting in the Fashion Industry.

### Sommario/riassunto

This book includes both theoretical results and application cases of analytical modeling based research related to the fashion and textile business. It responds to calls for deeper theoretical foundations as an expansion of research methodology in a field that has to date mostly relied on case studies and empirical analysis. Although there are a growing number of related publications which employ an analytical approach in conducting theoretical and applied research in the fashion and textile business, this book fills an essential gap by providing a comprehensive reference source that introduces the methodology and provides state-of-the-art findings on the topic. Covering an important and well-established industry, Analytical Modeling Research in Fashion Business is a pioneering text and essential reading for researchers and practitioners in the fashion and textiles industry. .