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| 1. Record Nr.           | UNINA9910254924403321  |
| Titolo                  | The Application of Fuzzy Logic for Managerial Decision Making Processes : Latest Research and Case Studies // edited by Andreas Meier, Edy Portmann, Kilian Stoffel, Luis Terán  |
| Pubbl/distr/stampa      | Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017  |
| ISBN                    | 3-319-54048-3  |
| Edizione                | [1st ed. 2017.]  |
| Descrizione fisica      | 1 online resource (XII, 103 p. 35 illus.)  |
| Collana                 | Fuzzy Management Methods, , 2196-4130  |
| Disciplina              | 658.4038   |
| Soggetti                | Management information systems<br>Electronic commerce<br>Data mining<br>Computer simulation<br>Business Information Systems<br>e-Business/e-Commerce<br>e-Commerce/e-business<br>Data Mining and Knowledge Discovery<br>Simulation and Modeling  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | Logical Analogies Between Intuitionistic Fuzzy Sets and Rough Sets -- Enhanced Knowledge Management by Synchronizing Mind Maps and Fuzzy Cognitive Maps -- Constraints and Wishes in Quantified Queries Merged by Asymmetric Conjunction -- Statistical Measures Obtained Using the Signed Distance Method and Others -- An Intuitionistic Fuzzy Service Model - Use Case for Swiss Health Platform -- A Modified Fuzzy TOPSIS Method Aggregating 8.921 Partial Rankings For Companies' Attractiveness -- A Fuzzy-Based Approach to Estimate Management Processes Risks. |
| Sommario/riassunto      | This book addresses the latest research and applications of fuzzy management methods for business decisions. It showcases a broad set of applications and discusses topics such as measures for the quality of analytics outcomes in big data environments; how fuzzy management   |

methods support the inclusion of human thinking and human behavior in decision making processes; how to generate better results with fuzzy management methods in cases of imprecise information; new personalization concepts enabled by fuzzy logic for the offering of customized products and services especially in the electronic market; and lastly the application of fuzzy analysis for executives using natural rather than computer language. The combination of research papers and case studies makes it a valuable resource both for researchers and practitioners in the digital economy.

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