

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 E-business Electronic commerce E-commerce Data mining Computer simulation Business Information Systems e-Business/e-Commerce e-Commerce/e-business Data Mining and Knowledge Discovery 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.

---