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Titolo	Advanced Business Analytics // edited by Fausto Pedro García Márquez, Benjamin Lev
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Descrizione fisica	1 online resource (252 p.)
Disciplina	005.7 330 338.6 650 658.1 658.40301 658514
Soggetti	Information technology Business—Data processing Management Industrial management Application software Organization Planning Operations research Decision making Industrial organization IT in Business Innovation/Technology Management Information Systems Applications (incl. Internet) Operations Research/Decision Theory Industrial Organization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.

Nota di contenuto

Decision Making Approach for Optimal Business Investments --
Integration of a Heuristic Method into an ERP Software -- Economic
Viability Analytics for Wind Energy Maintenance Management --
Introduction to Multi-Attribute Decision Making in Business Analytics
-- How Business Analytics Should Work -- Vulnerability Analysis of a
Signal-Controlled Road Network for Equilibrium Flow -- Analytical
Model Implementing Objectives in EVM for Advanced Project Control --
Use of Excellence Models as a Management Maturity Model (3M) -- AHP
and Intuitionistic Fuzzy Topsis Methodology for SCM Selection -- The
Assessment and Selection of Hedge Funds -- Functional Data Analysis
with an Application in the Capital Structure of California Hospitals -- A
Software Application to Optimize the Visits of Sales/Marketing Agents
to Their Customers in a Brewing Company.

Sommario/riassunto

The book describes advanced business analytics and shows how to apply them to many different professional areas of engineering and management. Each chapter of the book is contributed by a different author and covers a different area of business analytics. The book connects the analytic principles with business practice and provides an interface between the main disciplines of engineering/technology and the organizational, administrative and planning abilities of management. It also refers to other disciplines such as economy, finance, marketing, behavioral economics and risk analysis. This book is of special interest to engineers, economists and researchers who are developing new advances in engineering management but also to practitioners working on this subject.
