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and Genetic Algorithm Approaches (RNNGA); 2.5 Results; 2.6 Conclusions; References

3 Influence Factors Theoretical Model of Agribusiness Brand Marketing Strategy

3.1 Introduction; 3.2 Related Theory and Brand Marketing Strategy; 3.3 Influence Factors of Agribusiness Brand Marketing Strategy; 3.3.1 Dynamic Capability; 3.3.2 Market Orientation; 3.4 Analysis on Function Mechanism of Influence Factors of Agribusiness Brand Marketing Strategy; 3.4.1 Dynamic Capability of Agribusiness; 3.4.2 Market Orientation of Agribusiness; 3.4.3 Brand Marketing Strategy of Agribusiness; 3.5 The Impact of Market Orientation and Dynamic Capability of Agribusiness on Brand Image Strategy

3.6 The Impact of Market Orientation and Dynamic Capability of Agribusiness on Brand Location Strategy

3.7 The Impact of Market Orientation and Dynamic Capability of Agribusiness on Brand Extension Strategy; 3.8 The Impact of Market Orientation and Dynamic Capability of Agribusiness on Brand Relation Strategy; 3.9 The Theoretical Model of Brand Marketing Strategy Influencing Factors of Agribusiness; 3.10 Large Sample Analysis; 3.10.1 Measurement of Variables; 3.10.2 Design, Issuing and Taking-back of Questionnaire; 3.10.3 Descriptive Statistics of Large Samples; 3.10.4 Correlation Analysis

3.10.5 Factor Analysis

3.10.6 Path Analysis; 3.11 Conclusions; References;

4 Determining OilWell Debit Using Outlet Temperature Information Processing; 4.1 Introduction; 4.2 Problem Formulation; 4.3 Problem Solution; 4.4 Conclusion; References;

5 The Establishment of Rough-ANN Model for Dynamic Risk Measure of Enterprise Technological Innovation and Its Application; 5.1 Introduction; 5.2 Indicator System of Enterprises' Technological Innovation Risk Factors; 5.3 Rough-ANN Model for Dynamic Risk Measure; 5.3.1 Overview of Rough Set Knowledge Reduction Method

5.3.2 Overview of Artificial Neural Network Theory

Sommario/riassunto

Welcome to the proceedings of the Sixth International Conference on Management Science and Engineering Management (ICMSEM2012) held from November 11 to 14, 2012 at Quaid-i-Azam University, Islamabad, Pakistan and supported by Sichuan University (Chengdu, China), Quaid-i-Azam University (Islamabad, Pakistan) and The National Natural Science Foundation of China. The International Conference on Management Science and Engineering Management is the annual conference organized by the International Society of Management Science and Engineering Management. The goals of the Conference are to foster international research collaborations in Management Science and Engineering Management as well as to provide a forum to present current research results. The papers are classified into 8 sections: Computer and Networks, Information Technology, Decision Support System, Industrial Engineering, Supply Chain Management, Project Management, Manufacturing and Ecological Engineering. The key issues of the sixth ICMSEM cover various areas in MSEM, such as Decision Support System, Computational Mathematics, Information Systems, Logistics and Supply Chain Management, Relationship Management, Scheduling and Control, Data Warehousing and Data Mining, Electronic Commerce, Neural Networks, Stochastic models and Simulation, Heuristics Algorithms, Risk Control, and Carbon Credits.
