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| Nota di contenuto | Front Cover; Advances in Business and Management Forecasting; Copyright Page; Contents; List of Contributors; Editorial Advisory Board; Part I: Forecasting in Marketing and Sales; Optimizing Resources to Better Forecast Future Profits; Introduction; Literature Review; Research Problem; Methodology: Optimization Model for Fan Display; Case and Proposed Models with Forecast; ARIMA Model; Optimization Model; Results; Future Work; References; Brand Experience and Customer Equity Prediction; Introduction; Literature Review; Experiential Marketing and Brand Experience; Customer Equity Brand Experience Contact PointHypotheses and Framework; Methodology; Measures; Research Design; Results and Analysis; Conclusions and Implications; Conclusions; Managerial Implications; Limitations and Further Research; References; A Comparative Evaluation of Intermittent Demand Forecasting with Updated Smoothing Constants; Introduction; Literature Review; Croston's Method; Single Exponential Smoothing; ARIMA Model; Simulation Description; Discussion of Results and Conclusions; References; Part II: Forecasting in Health Care Forecasting Pain and Discomfort for Canines with Disease for Establishing Appropriate Medication LevelsIntroduction; Literature; |

Validate Activity Monitors; Studies Utilizing Activity Monitors; Predictive Technique for Arthritis; Prediction of Oral Mucositis; Pain and Hemangiosarcoma; Data Overview; Analysis; Conclusions; References; Appendix A: Data Fields with Survey Questions; Appendix B: Outlier Report and ANOVA Output; Appendix C: Regression Output; Regression Average.Activity; Nominal Logistic Fit for Study; Nominal Logistic Fit for Before.Treatment

Honing a Predictive Model to Accurately Forecast the Number of Bed Days Needed to Cover Patient Volume for a Large Hospital...

Introduction; Literature Review; The Data; Graphical Analysis; Statistical Analysis; Results; Conclusions; References; Can Rationality of USDA's Fixed-Event Crop Forecasts be Improved?; Introduction; Data; Methods; Fixed-Event Forecast Efficiency; Correction for Inefficiency; The Basic Correction Procedure; Outlier Detection; Forecast Size and Direction; Stability of Revision Inefficiency over Time; Performance Evaluation; Results; Forecast Revision Efficiency

Correction for Revision InefficiencyThe Basic Correction Procedure; Outlier Detection; Forecast Size and Direction; Stability of Revision Inefficiency over Time; Summary and Conclusions; Notes; References;

Part III: Forecasting in Business and Economics; Business School Forecasting for the Real World; Introduction; Literature Review; Methodology; Findings; RQ 1. To what extent do business schools have a class dedicated to teaching forecasting?; RQ 2. For business schools that teach forecasting, is it being taught as a stand-alone course or as part of another course?

RQ 3. To what extent are business schools using Excel/spreadsheets to teach forecasting?

Sommario/riassunto

Volume 11 of Advances in Business and Management Forecasting presents state-of-the-art studies in the application of forecasting methodologies to areas including Marketing and Sales, Health Care and Business and Economics.
