

1. Record Nr.	UNINA9910506383303321
Titolo	Computational Intelligence for Business Analytics / / edited by Witold Pedrycz, Luis Martínez, Rafael Alejandro Espin-Andrade, Gilberto Rivera, Jorge Marx Gómez
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-73819-1
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (417 pages)
Collana	Studies in Computational Intelligence, , 1860-9503 ; ; 953
Disciplina	006.3
Soggetti	Computational intelligence Artificial intelligence Business mathematics Business information services Computational Intelligence Artificial Intelligence Business Mathematics IT in Business Intel·ligència computacional Negocis Processament de dades Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Multi-criteria method for evaluating the impact of informal trade on the Mariscal de Puyo market -- Multicriteria Analysis for LPWAN selection for Industry 4.0 based on TOPSIS and a model of Proportionality -- Comprehensive Minimum Cost Models Based on Consensus Measures -- Strategies for the Development and Success of Women Entrepreneurs through SWOT Analysis and Compensatory Fuzzy Logic -- Fuzzy logic-based approaches in supply chain risk management: a review.
Sommario/riassunto	Corporate success has been changed by the importance of new

developments in Business Analytics (BA) and furthermore by the support of computational intelligence- based techniques. This book opens a new avenues in these subjects, identifies key developments and opportunities. The book will be of interest for students, researchers and professionals to identify innovative ways delivered by Business Analytics based on computational intelligence solutions. They help elicit information, handle knowledge and support decision-making for more informed and reliable decisions even under high uncertainty environments. Computational Intelligence for Business Analytics has collected the latest technological innovations in the field of BA to improve business models related to Group Decision-Making, Forecasting, Risk Management, Knowledge Discovery, Data Breach Detection, Social Well-Being, among other key topics related to this field.
