

1. Record Nr.	UNINA9910588787103321
Autore	Gier Nadine R
Titolo	Consumer Decision Neuroscience : Ausgewählte Beiträge
Pubbl/distr/stampa	Wiesbaden, : Springer Nature, 2022 Wiesbaden : , : Springer Fachmedien Wiesbaden GmbH, , 2022 ©2022
ISBN	9783658382063 3658382066
Edizione	[1st ed.]
Descrizione fisica	1 online resource (254 pages)
Classificazione	PZS
Soggetti	Sales & marketing
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Dieses Open-Access-Buch zur Consumer Decision Neuroscience verfolgt das Ziel, durch die Integration neurowissenschaftlicher Methoden in die Käufer- und Konsumentenverhaltensforschung die Identifikation verhaltensrelevanter, neurophysiologischer Variablen zu ermöglichen, um darauf aufbauend eine Theorieerweiterung zu schaffen. In ausgewählten Beiträgen werden Käufer- und Konsumentenentscheidungsprozesse anhand verschiedener methodischer, neurowissenschaftlich fundierter Herangehensweisen empirisch untersucht, um die Entscheidungsprozesse umfassend beschreiben, effektiver unterstützen und erfolgreich vorhersagen zu können.

2. Record Nr.	UNINA9910483331303321
Autore	Muazu Musa Rabi
Titolo	Machine Learning in Sports : Identifying Potential Archers // by Rabi Muazu Musa, Zahari Taha, Anwar P.P.Abdul Majeed, Mohamad Razali Abdullah
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2019
ISBN	981-13-2592-8
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (53 pages)
Collana	SpringerBriefs in Applied Sciences and Technology, , 2191-5318
Disciplina	658.3125
Soggetti	Computational intelligence Sports sciences Computer simulation Sports - Psychological aspects Biomedical engineering Social sciences - Data processing Computational Intelligence Sport Science Computer Modelling Sport Psychology Biomedical Engineering and Bioengineering Computer Application in Social and Behavioral Sciences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Bio-physiological indicators in evaluating archery performance -- Psychological variables in ascertaining potential archers -- Anthropometry correlation to archery performance -- Physical fitness parameters in the identification of high potential archers -- Concluding remarks.
Sommario/riassunto	This brief highlights the association of different performance variables that influences archery performance and the employment of different machine learning algorithms in the identification of potential archers. The sport of archery is often associated with a myriad of performance indicators namely bio-physiological, psychological, anthropometric as

well as physical fitness. Traditionally, the determination of potential archers is carried out by means of conventional statistical techniques. Nonetheless, such methods often fall short in associating non-linear relationships between the variables. This book explores the notion of machine learning that is capable of mitigating the aforesaid issue. This book is valuable for coaches and managers in identifying potential archers during talent identification programs.
