

1. Record Nr.	UNINA9910782278603321
Titolo	Fuzzy sets in management, economics, and marketing [[electronic resource] /] / editors, Constantin Zopounidis, Panos M. Pardalos, George Baourakis
Pubbl/distr/stampa	River Edge, N.J., : World Scientific, c2001
ISBN	1-281-95648-1 9786611956486 981-281-089-7
Descrizione fisica	1 online resource (284 p.)
Altri autori (Persone)	ZopounidisConstantin PardalosP. M <1954-> (Panos M.) BaourakisGeorge
Disciplina	658
Soggetti	Decision making - Mathematical models Marketing - Decision making - Mathematical models Investments - Decision making - Econometric models Fuzzy sets
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"This book is prepared on the occasion of the 7th international congress of SIGEF, held in Chania, Greece"--Editorial.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS ; Editorial ; Decision Making, Management and Marketing; Algorithms for orderly structuring of financial ""objects"" ; A fuzzy goal programming model for evaluating a hospital service performance ; A group decision making method using fuzzy triangular numbers Developing sorting models using preference disaggregation analysis: An experimental investigation Hierarchical classification in insurance data analysis ; Consumer preferences for extrinsic versus intrinsic quality cues for image products: The case of Greek quality wine Identification of the market trends for Greek fruit juices The tourism industry in Crete: The identification of new market segments ; Stock Markets and Portfolio Management ; The

use of fuzzy programming for the management of immunised fixed income portfolios

The causality between interest rate, exchange rate and stock price in emerging markets: The case of the Jakarta stock exchange
Fuzzy cognitive maps in stock market ; Neural

network vs linear models of stock returns: An application to the UK and German Stock Market Indices; How wavelets and genetic algorithms can assist intelligent hybrid methodologies in handling data driven stock exchange daily trading

Corporate Finance and Banking Management

Experts and behaviour of companies with regard to the adequacy between business decisions and objectives

; Multiple fuzzy IRR in the financial decision environment

; An automated knowledge generation approach for managing credit scoring problems

Bank asset liability management techniques: An overview

Sommario/riassunto

The rapid changes that have taken place globally on the economic, social and business fronts characterized the 20th century. The magnitude of these changes has formed an extremely complex and unpredictable decision-making framework, which is difficult to model through traditional approaches. The main purpose of this book is to present the most recent advances in the development of innovative techniques for managing the uncertainty that prevails in the global economic and management environments. These techniques originate mainly from fuzzy sets theory. However, the book also explores the inte
