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Altri autori (Persone)	HuarngKun-Huang
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; Preface; Introduction; Part 1. Statistical Modelling; Part 2. Computer Modelling; Part 3. Mathematical and Other Models; References; Part 1. Statistical Modelling; Chapter 1. A Review of the Major Multidimensional Scaling Models for the Analysis of Preference/Dominance Data in Marketing Wayne S. DeSarbo and Sunghoon Kim; 1. Introduction; 2. The Vector MDS Model; 2.1. The individual level vector MDS model; 2.2. The segment level or clusterwise vector MDS model; 3. The Unfolding MDS Model; 3.1. The individual level simple unfolding model 3.2. The segment level or clusterwise multidimensional unfolding model 4. A Marketing Application; 4.1. The vector model results; 4.2. The simple unfolding model results; 5. Discussion; References; Chapter 2. Role of Structural Equation Modelling in Theory Testing and Development Parikshat S. Manhas, Ajay K. Manrai, Lalita A. Manrai and Ramjit; 1. Introduction; 1.1. Structural equation modelling; 1.2. Terminology, rules, and conventions; 2. Structural Equation Modeling - Example; 2.1. Model identification; Model specification; 2.2. Goodness-of-fit 2.3. Model fit summary for the current example 3. Model Estimation, Modification and Interpretation; References; APPENDIX; Steps To Launch Amos Graphics; Chapter 3. Partial Least Squares Path Modelling in

Marketing and Management Research: An Annotated Application  
Joaquin Aldas-Manzano; 1. Introduction; 2. The PLSPM Algorithm; 3. PLSPM Properties: Strengths and Weaknesses; 4. Applied Example: The Role of Trust on Consumers Adoption of Online Banking; 4.1. The model; 4.2. Method; 4.3. Estimating a PLSPM. Step 1. Dealing with second order factors  
4.4. Estimating a PLSPM. Step 2. Validating the measurement (outer) model 4.4.1. Reliability; 4.4.2. Convergent validity; 4.4.3. Discriminant validity; 4.5. Estimating a PLSPM. Step 3. Assessing the structural (inner) model; 4.5.1. R<sup>2</sup> of dependent LV; 4.5.2. Predictive relevance; 4.6. Estimating a PLSPM. Step 4. Hypotheses testing; 5. Conclusion; References; Chapter 4. DEA- Data Envelopment Analysis: Models, Methods and Applications Dr. Alex Manzoni and Professor Sardar M.N Islam; 1. Introduction; 2. Basic DEA Model; 3. Slack and Returns to Scale; 4. Assumptions, Strengths and Limitations  
5. Applications, Examples and Computation Programs 6. Conclusion; Acknowledgement; References; Chapter 5. Statistical Model Selection Graeme D Hutcheson; 1. Introduction; 2. Some Example Analyses; 2.1. Tourism in Portugal; 2.2. Union membership; 3. Problem 1: Including Non-Important Variables in the Model; 3.1. Simulating data; 3.2. Models derived from simulated data; 4. Problem 2: Not Including Important Variables in the Model; 4.1. Modelling fuel consumption; 5. Conclusion; References; Part 2. Computer Modelling  
Chapter 6. Artificial Neural Networks and Structural Equation Modelling: An Empirical Comparison to Evaluate Business Customer Loyalty Arnaldo Coelho, Luiz Moutinho, Graeme D Hutcheson and Maria Manuela Santos Silva

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#### Sommario/riassunto

The field of marketing and management has undergone immense changes over the past decade. These dynamic changes are driving an increasing need for data analysis using quantitative modelling. Problem solving using the quantitative approach and other models has always been a hot topic in the fields of marketing and management. Quantitative modelling seems admirably suited to help managers in their strategic decision making on operations management issues. In social sciences, quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or

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2. Record Nr.	UNINA9910784723003321
Autore	Hartley Janet M
Titolo	Russia, 1762-1825 : military power, the state, and the people / / Janet M. Hartley
Pubbl/distr/stampa	Westport, Conn., : Praeger, 2008 Westport, Conn. : , : Praeger, , 2008
ISBN	1-281-22471-5 9786611224714 0-313-35232-1
Descrizione fisica	1 online resource (viii, 318 pages)
Collana	Studies in military history and international affairs, , 1537-4432
Disciplina	947/07
Soggetti	Russia History, Military 18th century Russia History, Military 19th century
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references (p. [275]-302) and index.
Nota di contenuto	Introduction: Russia at war, 1762-1825 -- The military estate: size and deployment -- The lower ranks: conscription and community -- The officer corps: service and challenge to the state -- The cost: expenditure and income -- The cost: agriculture, industry, and trade -- The impact: conflict with civilians in peace and war -- The state: administration, law, and magic -- The expansion of the state: conflict, assimilation, and identity -- Rulers and armies: warfare, image, culture, and identity -- The military colonies -- Conclusion: militarization and modernization?
Sommario/riassunto	A study of the Russian Empire at the peak of its military power and success, this book examines how a country with none of the obvious trappings of modernization was able to sustain the level of military effort and support the largest standing army in Europe, along with the resulting strain on state and society.