

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910789343103321 |
| Autore | Moutinho Luiz |
| Titolo | Quantitative modelling in marketing and management [[electronic resource] /] / by Luiz Moutinho, Kun-Huang Huarng |
| Pubbl/distr/stampa | Singapore ; ; Hackensack, N.J., : World Scientific, c2013 |
| ISBN | 1-283-85086-9 981-4407-72-0 |
| Descrizione fisica | 1 online resource (530 p.) |
| Altri autori (Persone) | HuarngKun-Huang |
| Disciplina | 658.8001 658.80011 |
| Soggetti | Management - Mathematical models Marketing - Mathematical models |
| Lingua di pubblicazione | Inglese |
| 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 | <p>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</p> <p>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</p> <p>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</p> |

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. R2 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

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

| | |
|-------------------------|---|
| 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 |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based on print version record. |
| 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. |