

# Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics

Part of the Advances in Business Information Systems and Analytics Book Series

Anil Kumar (BML Munjal University, India), Manoj Kumar Dash (ABV-Indian Institute of Information Technology and Management, India), Shrawan Kumar Trivedi (BML Munjal University, India) and Tapan Kumar Panda (BML Munjal University, India)

## Description:

The success of any organization is largely dependent on positive feedback and repeat business from patrons. By utilizing acquired marketing data, business professionals can more accurately assess practices, services, and products that their customers find appealing.

The **Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics** features innovative research and implementation practices of analytics in marketing research. Highlights various techniques in acquiring and deciphering marketing data.

## Readers:

This publication is a pivotal reference for professionals, managers, market researchers, and practitioners interested in the observation and utilization of data on marketing trends to promote positive business practices.

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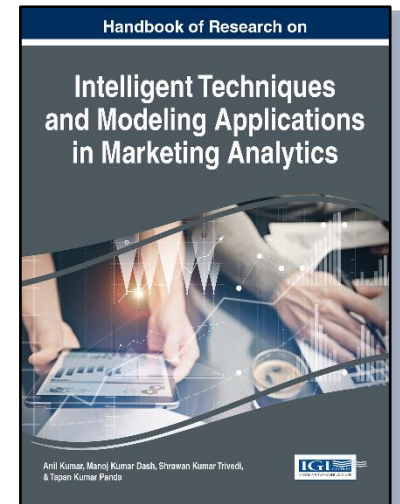
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Table of Contents

Preface

Acknowledgment

## Section 1

### Consumer Analytics: Fuzzy Applications

#### Chapter 1

##### A New Perspective on RFM Analysis

Mohammad Hasan Aghdaie, Shomal University, Iran  
Parham Fami Tafreshi, Shomal University, Iran

#### Chapter 2

##### A Novel Approach to Segmentation Using Customer Locations Data and Intelligent Techniques

Başar Öztayşi, Istanbul Technical University, Turkey  
Ugur Gokdere, Blesh Incorporated, Turkey  
Esra Nur Simsek, Blesh Incorporated, Turkey  
Ceren Salkin Oner, Istanbul Technical University, Turkey

#### Chapter 3

##### Fuzzy Clustering: An Analysis of Service Quality in the Mobile Phone Industry

Mashhour Baeshen, Cardiff University, Great Britain  
Malcolm J. Beynon, Cardiff University, Great Britain  
Kate L. Daunt, Cardiff University, Great Britain

#### Chapter 4

##### An analysis of the interactions among the enablers of Information Communication Technology in humanitarian supply chain management: A fuzzy based relationship modelling approach

Gaurav Kabra, Indian Institute of Technology Roorkee, India  
A Ramesh, Indian Institute of Technology Roorkee, India

## Section 2

### Computational Intelligent: Business Analytics

#### Chapter 5

##### Auto Associative Extreme Learning Machine based Hybrids for Data Imputation

Chandan Gautam, Institute for Development and Research in Banking Technology, India  
Vadlamani Ravi, Institute for Development and Research in Banking Technology, India

#### Chapter 6

##### Multi-criteria Decision Making in Marketing by using Fuzzy Rough Set

Tapan Kumar Das, VIT University, India

#### Chapter 7

##### Fuzzy Multi-Objective Association Rule Mining using Evolutionary Computation

Ganghishetti Pradeep, Institute for Development and Research in Banking Technology, India  
Vadlamani Ravi, Institute for Development and Research in Banking Technology, India

#### Chapter 8

##### Improved Seating Plans for Movie Theatre to Improve Revenue: An Integrated Best Worst Method with EMSR-B

Kedar Pandurang Joshi, T A Pai Management Institute, India  
Nikhil Lohiya, T A Pai Management Institute, India

## Section 3

### Consumer Analytics: Multi-criteria (MCDM) Applications and Sentiment Analysis

#### Chapter 9

##### Applications of the Stochastic Multi-Criteria Acceptability Analysis Method for Consumer Preference Study

Tadeusz Trzaskalik, University of Economics in Katowice  
Piotr Namieciński, University of Lodz

Andrzej Bajdak, University of Economics in Katowice  
Sławomir Jarek, University of Economics in Katowice

#### Chapter 10

##### Modeling Consumer Opinion using RIDIT and Grey Relational Analysis

Rohit Vishal Kumar, Xavier Institute of Social Service, India

#### Chapter 11

##### Sentiment Analysis as a Tool to Understand the Cultural Relationship between Consumer and Brand

Nicola Capolupo, University of Kent Avellino, Italy  
Gianpaolo Basile, University of Salerno  
Giancarlo Scozzese, University of Perugia

#### Chapter 12

##### Improving Customer Experience using Sentiment Analysis in E-commerce

Vinay Kumar Jain, Jaypee University of Engineering & Technology, India  
Shishir Kumar, Jaypee University of Engineering & Technology, India

## Section 4

### Marketing Analytics: Digital Market Place

#### Chapter 13

##### Adoption of Online Marketing for Service SMEs with Multi-Criteria Decision-Making Approach

Lanndon Ocampo, University of San Carlos, Philippines  
Rosalin Merry Berdin Alarde, University of San Jose-Recoletos, Philippines  
Dennis Anthony Kilongkilong, University of San Jose-Recoletos, Philippines  
Antonio Esmero, University of San Jose-Recoletos, Philippines

#### Chapter 14

##### E-Retailing From Past to Future Definitions, Analysis, Problems and Perspectives

Zehra Kamisli Ozturk, Anadolu University, Turkey  
Mehmet Alegoz, Anadolu University, Turkey  
Department of Industrial Engineering, Turkey

#### Chapter 15

##### Fuzzy Time Series-An Application in E-Commerce

Ali KARASAN, Yıldız Technical University, Turkey  
İsmail Sevim, Yıldız Technical University, Turkey  
Melih ÇINAR, Yıldız Technical University, Turkey

#### Chapter 16

##### Understand the frequency of application usage by smartphone users – Door is open, but closes quickly

Geetika Jain  
Amity University, Noida, India  
Sapna Rakesh  
Director, ITS, Ghaziabad, India

## Section 5

### Advance Modeling Applications: Business Analytics

#### Chapter 17

##### Car Safety: A Statistical Analysis for Marketing Management

António Carrizo Moreira, University of Aveiro, Portugal, Campus Universitário de Santiago Aveiro, Aveiro 3810-193 Aveiro, PT  
Monica Gouveia, Department of Mathematics, Campus Universitário de Santiago  
Pedro Macedo, CIDMA – Center for Research & Development in Mathematics and Applications, University of Aveiro, Campus Universitário de Santiago

**Chapter 18****Banking Credit Scoring Assessment Using Predictive K-Nearest Neighbour (PKNN) Classifier***Saroj Kant Jena**School of Management, Cuba**BML Munjal University, Gurgaon (Haryana), India**Anil Kumar**School of Management, Cuba**BML Munjal University, Gurgaon (Haryana), India**Maheshwar Dwivedy**School of Engineering and Technology**BML Munjal University, Gurgaon (Haryana), India***Chapter 19****Prediction of the quality of fresh water in a basin***Carlos N. Bouza-Herrera, Universidad de La Habana, Cuba**Sira M. Allende Alonso, Universidad de La Habana, Cuba**Daniel C. Chen, Smith and King College**Agustin Santiago-Moreno, Universidad Autónoma de Guerrero**Jose M. Sautto-Vallejo, Universidad Autónoma de Guerrero***Chapter 20****Operating Commodities Market by Automated Traders***Fodil Laib, CEVITAL Group**Mohammed Said Radjef, Unit Research LaMOS**University of Bejaia*

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