



Decision-making
under uncertainty

Marketing Decisions Under Uncertainty

Charles Yoe



Marketing Decisions Under Uncertainty:

Marketing Decisions Under Uncertainty Dung Nguyen, 2012-12-06 Remarkable advance in quantitative marketing research in the last two decades incorporating applied microeconomic theories operations research and management applications has brought the field of marketing alongside with finance accounting and production to within an executive reach for a sophisticated toolbox for decision making in an increasingly competitive and complex business environment A quick look at Marketing a recently published book edited by Eliashberg and Lilien would indicate even to the casual reader the extent of such methodological progress made by marketing scholars Even in such an impressive and nearly exhaustive collection of topics with the notable exception pointed out by the editors of applications of the scanner data and in spite of the reference to it an important omission is related to the issues of marketing decisions under conditions of uncertainty It is fairly obvious to the marketing executive and academician alike to recognize the important role uncertainty plays in marketing decisions such as pricing promotion advertising sales force management and others The major purpose of this study is to address certain major marketing decision variables within the general context of an uncertain environment While there have been significant progresses in analyzing marketing behaviors in a stochastic environment the source scatter among different management and marketing journals and to the extent that these issues are addressed at all they have aimed mainly at each separate specific topic at a time Thus our effort to bring these studies together in the same framework should facilitate our in depth analysis of these important phenomena

A Study of Business Decisions Under Uncertainty Andreas Stark, 2010-07 This dissertation will discuss the uncertainty encountered in the daily operations of businesses The concepts will be developed by first giving an overview of probability and statistics as used in our everyday activities such as the basic principles of probability univariate and multivariate statistics data clustering and mapping as well as time sequence and spectral analysis The examples used will be from the oil and gas exploration industry because the risks taken in this industry are normally quite large and are ideal for showing the application of the various techniques for minimizing risk Subsequently the discussion will deal with basic risk analysis spatial and time variations of risk geotechnical risk analysis risk aversion and how it is affected by personal biases and how to use portfolios to hedge risk together with the application of real options Next fractal analysis and its application to economics and risk analysis will be examined followed by some examples showing the change in the Value at Risk under Fractal Brownian Motions Finally a neural network application is shown whereby some of these risks and risk factors will be combined to forecast the best possible outcome given a certain knowledge base The chapters will discuss Basic probability techniques and uncertainty principles Analysis and diversification for exploration projects The value and risk of information in the decision process Simulation techniques and modeling of uncertainty Project valuation and project risk return Modeling risk propensity or preference analysis of exploration projects Application of fractals to risk analysis Simultaneous prediction of strategic risk and decision attributes

using multivariate statistics and neural networks

The Art of Making Decisions Under Uncertainty Charles

Yoe, 2025-09-04 Uncertainty is a part of every decision we make from the everyday to the high stakes from personal choices to professional strategy The Art of Making Decisions Under Uncertainty offers a clear practical approach to dealing with the unknown without getting stuck or overwhelmed Rather than treating uncertainty as a barrier this book invites readers to see it as a constant companion something to work with not work against Drawing on proven tools real world examples and a wealth of practical insight it shows how to make thoughtful informed decisions even when information is incomplete priorities are competing and the path forward feels anything but clear This is not a theory heavy treatise It s a textbook guide for real people facing real decisions Grounded in decision science but written for a broad audience it bridges the gap between technical complexity and everyday practicality Whether you re leading a team managing risk shaping policy or simply trying to make better personal choices this book meets you where you are with tools that work language that makes sense and encouragement to move forward with clarity and confidence Inside you ll find Straightforward frameworks to help you recognize and manage different types of uncertainty Practical tools and techniques you can use right away to make sound decisions in fast moving or high pressure situations Case studies and examples that bring the concepts to life and show how they apply in work leadership and daily life Fresh perspectives on failure bias and risk helping you not only avoid common pitfalls but turn setbacks into sources of insight If you ve ever hesitated at a crossroads second guessed a big decision or wished for more clarity in a world that rarely offers it this book is for you The Art of Making Decisions Under Uncertainty is your companion in making better choices when certainty is out of reach but a good decision is still within your grasp

Decision Making Under Uncertainty in Electricity Markets Antonio J. Conejo, Miguel Carrión, Juan M.

Morales, 2010-09-08 Decision Making Under Uncertainty in Electricity Markets provides models and procedures to be used by electricity market agents to make informed decisions under uncertainty These procedures rely on well established stochastic programming models which make them efficient and robust Particularly these techniques allow electricity producers to derive offering strategies for the pool and contracting decisions in the futures market Retailers use these techniques to derive selling prices to clients and energy procurement strategies through the pool the futures market and bilateral contracting Using the proposed models consumers can derive the best energy procurement strategies using the available trading floors The market operator can use the techniques proposed in this book to clear simultaneously energy and reserve markets promoting efficiency and equity The techniques described in this book are of interest for professionals working on energy markets and for graduate students in power engineering applied mathematics applied economics and operations research

Quantitative Techniques for Managerial Decisions U. K. Srivastava, G. V. Shenoy, S. C.

Sharma, 1989 This Book Is Designed To Serve As A Text For Management Economics Accountancy Chartered And Cost Accountancy And Commerce Students The Book Covers Concepts Illustrations And Problems In Statistics And Operations

Research Part I Deals With Statistical Techniques For Decision Making Part Ii Studies Various Operations Research Techniques For Managerial Decisions The Book Contains Illustrations And Problems Drawn Extensively From Various Functional Areas Of Management Viz Production Finance Marketing And Personnel Which Are Designed To Understand Real Life Decision Making Situations In Order To Make The Book Self Contained All Relevant Mathematical Concepts And Their Applications Have Been Included To Enhance The Understanding Of The Subject Matter By The Students Belonging To Different Disciplines The Approach Adopted In This Book Both In Statistics And Operations Research Is Conceptual Rather Than Mathematical Hence Complicated Mathematical Proofs Have Been Avoided This Book Would Be An Ideal Reference To Executives Computer Professionals Industrial Engineers Economic Planners And Social Scientists The Other Books By The Same Authors Are Operations Research For Management And Business Statistics

Handbook of Marketing Decision Models Berend Wierenga,Ralf van der Lans,2017-07-12 The Second Edition of this book presents the state of the art in this important field Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly not only due to fundamental advances in methodology and model building but also because of the recent developments in information technology the Internet and social media This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing Compared to the previous edition thirteen chapters are entirely new while the remaining chapters represent complete updates and extensions of the previous edition This new edition of the Handbook has chapters on models for substantive marketing problems such as customer relationship management customer loyalty management website design Internet advertising social media and social networks In addition it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models such as structural modeling learning dynamics choice modeling eye tracking and measurement The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments

, **Design Decisions under Uncertainty with Limited Information** Efstratios Nikolaidis,Zissimos P. Mourelatos,Vijitashwa Pandey,2011-02-18 Today s business environment involves design decisions with significant uncertainty To succeed decision makers should replace deterministic methods with a risk based approach that accounts for the decision maker s risk tolerance In many problems it is impractical to collect data because rare or one time events are involved Therefore we need a

Choices Michael D. Resnik,1987

Capital Markets and Finance Bibliography ,1979

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