



Advances in Business and Management Forecasting: 10

By Kenneth Lawrence

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The objective of this research annual is to present state-of-the-art studies in the application of forecasting methodologies to such areas as sales, marketing and strategic decision making. It is the hope and direction of this research annual to become an applications and practitioner oriented publication. Topics will include sales and marketing, forecasting, new product forecasting, judgementally based forecasting, the application of surveys to forecasting, forecasting for strategic business decisions, improvements in forecasting accuracy, and sales response models.

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Editorial Review

Review

The 10 essays in this volume address topics in business and management forecasting: forecasting applications in finance, including a decomposition forecast of stock prices using Excel, forecasting the net asset value of the PRWCX fund, and using prediction intervals to improve the information quality of bankruptcy prediction models; applications in operations and technology, in terms of comparing the technological performance between digital single-lens reflex and mirrorless cameras, a model for damage protection by service organizations, measuring scale efficiency in data envelopment analysis when considering environmental influences, and evaluating a Bayesian approach to forecasting stocking spare parts that require periodic replenishment; and forecasting methods like reducing bias in hierarchical forecasting, metrics for and the analysis of variables for wiki use, and comparing seasonal regression forecasting models for the US beer import market. Contributors are researchers from the US and China. Distributed in North America by Turpin Distribution. --Annotation ©2015 Ringgold Inc. Portland, OR (protoview.com)

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