

面向定性模拟的企业市场营销决策知识描述、学习及处理方法

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Study on Qualitative Simulation Oriented Knowledge Representation, Learning and Simulation Method for Enterprise Marketing Decision

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摘要 为了将定性模拟技术用于管理决策领域,研究了基于定性因果关系图的市场营销决策过程的知识描述方法、以及知识学习方法,设计了学习算法步骤。然后,基于这种知识描述方法,以产品的市场占有率为目标,设计了企业市场营销策略选择过程的定性模拟步骤。最后,提出并设计了在市场竞争对抗过程中,企业与竞争者的营销策略选择过程的定性模拟方法和模拟步骤。本文用计算机模拟语言 Arena5.0实现了上述算法及模拟步骤,实验表明,本文所提出的面向定性模拟的企业市场营销决策知识描述、学习及处理方法、以及所设计的学习算法和模拟步骤是可行的。

关键词: 定性模拟 营销策略 知识描述 竞争对抗

Abstract: For applying qualitative simulation technology in management decision field, the qualitative cause and effect relationship based knowledge representation method and learning method for marketing decision process are studied. The learning algorithm is designed. After that, serving the market share rate as the goal, the qualitative simulation steps for enterprise's marketing strategies selection process are designed. At last, the qualitative simulation method and simulation steps for enterprise and its competitor's marketing strategies selection process are developed and designed. In this paper, the above algorithm and simulation steps are realized by computer simulation language ARENA 5.0. The experiments show that, the qualitative simulation oriented knowledge representation, learning and simulation method for enterprise marketing decision, and their learning algorithm and simulation steps developed and designed in this paper are feasible.

收稿日期: 2002-01-14;

基金资助:国家自然科学基金资助项目(70171014);湖北省重点科技计划项目(20001P0124)

引用本文:

胡斌, 黎志成. 面向定性模拟的企业市场营销决策知识描述、学习及处理方法[J] 中国管理科学, 2003, V(1): 87-94

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