Table of Contents

Foreword .............................................................................................................................................. xii

Preface ................................................................................................................................................ xiv

Acknowledgment ............................................................................................................................... xxi

Chapter 1
Applying Fuzzy Logic and Fuzzy Methods to Marketing ................................................................. 1
  Laurent Donzé, University of Fribourg, Switzerland
  Andreas Meier, University of Fribourg, Switzerland

  Section 1
  Fuzzy Modeling

Chapter 2
Fuzzy Soft Social Network Modeling and Marketing ...................................................................... 16
  Ronald R. Yager, Iona College, USA
  Rachel L. Yager, Metropolitan College of New York, USA

Chapter 3
Fuzzy Dynamic Groups: Measures and Implications for Television Audiences ............................ 41
  José-Domingo Mora, University of Massachusetts-Dartmouth, USA

Chapter 4
Using Case Data to Ensure ‘Real World’ Input Validation within Fuzzy Set Theory Models .......... 61
  Sara Denize, University of Western Sydney, Australia
  Sharon Purchase, University of Western Australia, Australia
  Doina Olaru, University of Western Australia, Australia
Section 2
Customer Relationship Management and Web Analytics

Chapter 5
Fuzzy Clustering of Web User Profiles for Analyzing their Behavior and Interests ......................... 91
Stanislav Kreuzer, Goethe University, Germany
Natascha Hoebel, Goethe University, Germany

Chapter 6
Using a Fuzzy-Based Cluster Algorithm for Recommending Candidates in E-Elections ............... 115
Luis Terán, University of Fribourg, Switzerland
Andreas Ladner, Institut de Hautes Études en Administration Publique, Switzerland
Jan Fivaz, University of Bern, Switzerland
Stefani Gerber, University of Bern, Switzerland

Chapter 7
Fuzzy Online Reputation Analysis Framework .................................................................................. 139
Edy Portmann, University of Fribourg, Switzerland
Tam Nguyen, National University of Singapore, Singapore
Jose Sepulveda, National University of Singapore, Singapore
Adrian David Cheok, National University of Singapore, Singapore

Chapter 8
Fuzzy Target Groups in Analytic Customer Relationship Management ......................................... 168
Michael Kaufmann, Swiss Mobiliar Insurance & Pensions, Switzerland
Cédric Graf, ITpearls AG, Switzerland

Chapter 9
Web Analytics with Fuzziness ............................................................................................................ 193
Darius Zumstein, University of Fribourg, Switzerland

Section 3
Performance Analysis

Chapter 10
Fuzzy Data Warehouse for Performance Analysis ............................................................................ 217
Daniel Fasel, University of Fribourg, Switzerland
Khurram Shahzad, Royal Institute of Technology (KTH), Sweden

Chapter 11
A Fuzzy Logic Approach for the Assessment of Online Customers ................................................. 252
Nicolas Werro, Swisscom AG, Switzerland
Henrik Stormer, Edorex Informatik AG, Switzerland
Chapter 12
A Hybrid Fuzzy Multiple Objective Approach to Lotsizing, Pricing, and Marketing Planning Model
R. Ghasemy Yaghin, Amirkabir University of Technology, Iran
S.M.T. Fatemi Ghomi, Amirkabir University of Technology, Iran

Section 4
Market Analysis

Chapter 13
A Fuzzy Segmentation Approach to Guide Marketing Decisions
Mònica Casabayó, ESADE-URL, Spain
Núria Agell, ESADE-URL, Spain

Chapter 14
Causal Recipes Sufficient for Identifying Market Gurus versus Mavens
Miri Chung, University of Rhode Island, USA
Arch G. Woodside, Boston College, USA

Compilation of References

About the Contributors

Index