

Decision Support Systems Putting Theory Into Practice

The impact of information techniques in all economic activities has been tremendous during the past decade. However, the potential of the multiple management methods and technologies derived from this field has not been fully realized in the irrigation sector. One area of application of information techniques concern the design and installation of Decision Support Systems relating to the management of water in irrigation schemes, constitutes the theoretical background of this paper

A collection of articles on Decision Support Systems (DDS), Group Decision Support Systems (GDSS), Executive Information Systems (EIS) and Expert Systems (ES), which presents a conceptual-theoretical framework on which to build an understanding of how DSS and related systems are built and used.

This book focuses on several issues in the essence of information systems and their development, as well as advanced utilization of new information technology. It includes both theoretical foundations and practical approaches for each topic and will prove useful both to scientists in the field of information system science and to practitioners in information system science. Topics covered include contingencies in IT decision making intelligent executive information systems; dynamic performance evaluation of information systems; exception handling in information systems; metamethodology of information system science; the feature of the book is its specific mixture of subjects under one framework of thinking about information systems. A useful book to researchers and systems developers, the book can also form the basis of an advanced course in information systems development.

Cognition-driven decision support system (DSS) has been recognized as a paradigm in the research and development of business intelligence (BI). Cognitive decision support aims to help managers in their decision making from human cognitive aspects, such as thinking, sensing, understanding and predicting, and fully reuse their experience. Among these cognitive aspects, mental models are considered to be two important prerequisites for decision making, particularly in ill-structured and dynamic decision situations with uncertainties, time pressure and high personal stake. In today's business domain, decision making is becoming increasingly complex. To make a successful decision, managers' SA about their business environments becomes very important. This book introduces some important concepts of cognition orientation in decision making process and some techniques in related research areas including DSS, data warehouse and BI, offering readers a preliminary for moving forward in this book. It then proposes a cognition-driven decision process (CDDP) model as its central components. The goal of the CDDP model is to facilitate cognitive decision support to managers on the basis of BI systems. It also presents relevant techniques developed to support the implementation of the CDDP model in a BI environment. Key issues addressed of a typical business decision cycle in the CDDP model include: natural language processing, construction of data warehouse queries based on the manager's SA and experience, situation information retrieval from data warehouse, how the manager perceives situation information and update SA, how the manager's SA leads to a final decision. Finally, a cognition-driven DSS, FACETS, and two illustrative applications of this system are discussed.

Frequently Asked Questions

Proceedings of the 4th International Conference on Decision Support System Technology – ICDSST 2018 & PROMETHEE DAYS 2018

Handling Societal Complexity

Multi-objective Group Decision Making

Decision Support Systems

A Resource Book of Methods and Applications

Over the past two decades, many advances have been made in the decision support system (DSS) field. They range from progress in fundamental concepts, to improved techniques and methods, to widespread use of commercial software for DSS development. Still, the depth and breadth of the DSS field continues to grow, fueled by the need to better support decision making in a world that is increasingly complex in terms of volume, diversity, and interconnectedness of the knowledge on which decisions can be based. This continuing growth is facilitated by increasing computer power and decreasing per-unit computing costs. But, it is spearheaded by the multifaceted efforts of DSS researchers. The collective work of these researchers runs from the speculative to the normative to the descriptive. It includes analysis of what the field needs, designs of means for meeting recognized needs, and implementations for study. It encompasses theoretical, empirical, and applied orientations. It is concerned with the invention of concepts, frameworks, models, and languages for giving varied, helpful perspectives. It involves the discovery of principles, methods, and techniques for expeditious construction of successful DSSs. It aims to create computer-based tools that facilitate DSS development. It assesses DSS efficacy by observing systems, their developers, and their users. This growing body of research continues to be fleshed out and take shape on a strong, but still-developing, skeletal foundation.

Marketing management support systems are designed to make marketing managers more effective decision makers in this electronic era. Developments in information technology have caused a marketing data explosion, but have also provided a powerful set of tools that can transform this data into applicable marketing knowledge. Consequently, companies are making major investments in such marketing decision aids. This book is the first comprehensive, systematic textbook on marketing management support systems. The basic issue is the question of how to determine the most effective type of support for a given marketing decision maker in a particular decision situation. The book takes a demand-oriented approach. Decision aids for marketing managers can only be effective if they match with the thinking and reasoning process of the decision makers who use them. Consequently, the important questions addressed in this book are: how do marketing managers make decisions; how can marketing management support systems help to overcome several (cognitive) limitations of human decision makers; and what is the most appropriate type of management support system for assisting the problem-solving methods employed by a marketing decision-maker?

This book presents a set of selected and edited papers presented at the 2nd and 3rd Design and Decision Support Conference. The purpose is to provide examples of innovative research in decision support systems in urban planning from throughout the world.

Praise for the First Edition "This is the most usable decision support systems text. [I]t is far better than any other text in the field" –ComputingReviews Computer-based systems known as decision support systems (DSS) play a vital role in helping professionals across various fields of practice understand what information is needed, when it is needed, and in what form in order to make smart and valuable business decisions. Providing a unique combination of theory, applications, and technology, Decision Support Systems for Business Intelligence, Second Edition supplies readers with the hands-on approach that is needed to understand the implications of theory to DSS design as well as the skills needed to construct a DSS. This new edition reflects numerous advances in the field as well as the latest related technological developments. By addressing all topics on three levels—general theory, implications for DSS design, and code development—the author presents an integrated analysis of what every DSS designer needs to know. This Second Edition features: Expanded coverage of data mining with new examples Newly added discussion of business intelligence and transnational corporations Discussion of the increased capabilities of databases and the significant growth of user interfaces and models Emphasis on analytics to encourage DSS builders to utilize sufficient modeling support in their systems A thoroughly updated section on data warehousing including architecture, data adjustment, and data scrubbing Explanations and implications of DSS differences across cultures and the challenges associated with transnational systems Each chapter discusses various aspects of DSS that exist in real-world applications, and one main example of a DSS to facilitate car purchases is used throughout the entire book. Screenshots from JavaScript® and Adobe® ColdFusion® are presented to demonstrate the use of popular software packages that carry out the discussed techniques, and a related Web site houses all of the book's figures along with demo versions of decision support packages, additional examples, and links to developments in the field. Decision Support Systems for Business Intelligence, Second Edition is an excellent book for courses on information systems, decision support systems, and data mining at the advanced undergraduate and graduate levels. It also serves as a practical reference for professionals working in the fields of business statistics, engineering, and computer technology.

Concepts and Resources for Managers

Theory and Practice

Decision-Making Support Systems: Achievements and Challenges for the New Decade

Introduction to Geographical Information Systems

Encyclopedia of Microcomputers

Geographical Information System Concepts And Business Opportunities

Decision support systems (DSS) are widely touted for their effectiveness in aiding decision making, particularly across a wide and diverse range of industries including healthcare, business, and engineering applications. The concepts, principles, and theories of enhanced decision making are essential points of research as well as the exact methods, tools, and technologies being implemented in these industries. From both a standpoint of DSS interfaces, namely the design and development of these technologies, along with the implementations, including experiences and utilization of these tools, one can get a better sense of how exactly DSS has changed the face of decision making and management in multi-industry applications. Furthermore, the evaluation of the impact of these technologies is essential in moving forward in the future. The Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering explores how decision support systems have been developed and implemented across diverse industries through perspectives on the technology, the utilizations of these tools, and from a decision management standpoint. The chapters will cover not only the interfaces, implementations, and functionality of these tools, but also the overall impacts they have had on the specific industries mentioned. This book also evaluates the effectiveness along with benefits and challenges of using DSS as well as the outlook for the future. This book is ideal for decision makers, IT consultants and specialists, software developers, design professionals, academicians, policymakers, researchers, professionals, and students interested in how DSS is being used in different industries.

Technological advances in information technology have created many new ways and structures in our lives. Organizations now are mastering services of this technology in their business strategies, productivity, customer services, and other managerial functions to stay competitive. With a focus on the global issues of IT and its implications on organization, this proceedings includes all the presentations of this international conference.

Intelligent Decision Support Systems have the potential to transform human decision making by combining research in artificial intelligence, information technology, and systems engineering. The field of intelligent decision making is expanding rapidly due, in part, to advances in artificial intelligence and network-centric environments that can deliver the technology. Communication and coordination between dispersed systems can deliver just-in-time information, real-time processing, collaborative environments, and globally up-to-date information to a human decision maker. At the same time, artificial intelligence techniques have demonstrated that they have matured sufficiently to provide computational assistance to humans in practical applications. This book includes contributions from leading researchers in the field beginning with the foundations of human decision making and the complexity of the human cognitive system. Researchers contrast human and artificial intelligence, survey computational intelligence, present pragmatic systems, and discuss future trends. This book will be an invaluable resource to anyone interested in the current state of knowledge and key research gaps in the rapidly developing field of intelligent decision support.

In today's rapidly changing educational and business climate, organizational transformation has become a key area of development for many different and varied environments, both commercial and academic. This book addresses issues related to developing Decision Support Systems (DSS) which are sensitive and adaptable to different contexts and evolving technical and work environments. In addition to addressing the various cultural/social, organizational/individual, task/technology contexts of DSS, the book also anchors these discussions in a practical context, drawing on case studies to illustrate the theoretical dimensions stressed. This book includes the following issues: Frameworks for understanding the contexts and environments of decision support; Cases and issues in decision support and organizational transformation in context; An inter-disciplinary analysis of DSS, covering a wide variety of situations; and Real-world Applications of DSS. It contains selected papers presented and discussed at the International Conference on Context-Sensitive Decision Support Systems, which was sponsored by the International Federation for Information Processing (IFIP) and held in Bled, Slovenia in July 1998. The book will prove invaluable to anyone working in information and decision support systems development, management, implementation and evaluation, as well as to researchers/practitioners in organizational analysis and development, management and business administration, sociology and psychology of organizations, human relations and human factors management.

Bridging The Atlantic

Principles and Practices

Achievements and Challenges for the New Decade

Proceedings of the 2017 International Conference on Decision Support System Technology

Decision Support Systems in Agriculture, Food and the Environment: Trends, Applications and Advances

Basic Themes

Although interest in Spatial Decision Support Systems (SDSS) continues to grow rapidly in a wide range of disciplines, students, planners, managers, and the research community have lacked a book that covers the fundamentals of SDSS along with the advanced design concepts required for building SDSS. Filling this need, Spatial Decision Support Systems: Principles and Practices provides a comprehensive examination of the various aspects of SDSS evolution, components, architecture, and implementation. It integrates research from a variety of disciplines, including the geosciences, to supply a complete overview of SDSS technologies and their application from an interdisciplinary perspective. This groundbreaking reference provides thorough coverage of the roots of SDSS. It explains the core principles of SDSS, how to use them in various decision making contexts, and how to design and develop them using readily available enabling technologies and commercial tools. The book consists of four major parts, each addressing different topic areas in SDSS: Presents an introduction to SDSS and the evolution of SDSS covers the essential and optional components of SDSS Focuses on the design and implementation of SDSS Reviews SDSS applications from various domains and disciplines—investigating current challenges and future directions The text includes numerous detailed case studies, example applications, and methods for tailoring SDSS to your work environment. It also integrates sample code segments throughout. Addressing the technical and organizational challenges that affect the success or failure of SDSS, the book concludes by considering future directions of this rapidly emerging field of study.

In recent years, much work has been done in formulating and clarifying the concept of sustainable development and related theoretical and research issues. Now, the challenge has shifted to designing and stimulating processes of effective planning and decision-making, at all levels of human activity, in such a way as to achieve local and global sustainable development. Information technology can help a great deal in achieving sustainable development by providing well-designed and useful tools for decision makers. One such tool is the decision support system, or DSS. This book explores the area of DSS in the context of sustainable development. As DSS is a very new technique, especially in the developing world, this book will serve as a reference text, primarily for managers, government officials, and information professionals in developing countries. It covers the concept of sustainable development, defines DSS and how it can be used in the planning and management of sustainable development, and examines the state of the art in DSS use. Other interested readers will include students, teachers, and analysts in information sciences; DSS designers, developers, and implementors; and international development agencies.

This book will be sought by researchers and graduates students in Artificial Intelligence and management as well as practising managers and consultants interested in the application of IT and information systems in real business environments. An examination of creative systems in structural and construction engineering taken from conference proceedings. Topics covered range from construction methods, safety and quality to seismic response of structural elements and soils and pavement analysis. *Organizational and Real-world Applications of DSS. It contains selected papers presented and discussed at the International Conference on Context-Sensitive Decision Support Systems, which was sponsored by the International Federation for Information Processing (IFIP) and held in Bled, Slovenia in July 1998. The book will prove invaluable to anyone working in information and decision support systems development, management, implementation and evaluation, as well as to researchers/practitioners in organizational analysis and development, management and business administration, sociology and psychology of organizations, human relations and human factors management.*

Handbook on Decision Support Systems 1

Trends, Applications and Advances

Context-Sensitive Decision Support Systems

Multiojective Decision Support for Environmental Management

Marketing Decision Making and Decision Support

Foundations, Applications and Challenges

Marketing Decision Making and Decision Support addresses the topic of marketing management support systems (MMSS), which are computer-enabled devices that help marketers to make better decisions.

This book proposes a set of models to describe fuzzy multi-objective decision making (MODM), fuzzy multi-criteria decision making (MCDM), fuzzy group decision making (GDM) and fuzzy multi-objective group decision-making problems, respectively. It also gives a set of related methods (including algorithms) to solve these problems. One distinguishing feature of this book is that it provides two decision support systems software for readers to apply these proposed methods. A set of real-world applications and some new directions in this area are then described to further instruct readers how to use these methods and software in their practice.

Annotation The book presents state-of-the-art knowledge about decision-making support systems (DMSS). Its main goals are to provide a compendium of quality chapters on decision-making support systems that help diffuse scarce knowledge about effective methods and strategies for successfully designing, developing, implementing, and evaluating decision-making support systems, and to create an awareness among readers about the relevance of decision-making support systems in the current complex and dynamic management environment.

An examination of creative systems in structural and construction engineering taken from conference proceedings. Topics covered range from construction methods, safety and quality to seismic response of structural elements and soils and pavement analysis.

Computer Aided Decision Support in Telecommunications

Marketing Management Support Systems

Principles, Tools, and Implementation

A Study of the Theory of the Methodology of Societal Complexity and the COMPRAM Methodology

Decision Support Systems for Sustainable Development

Proceedings of the IFIP TC8/WG8.3 Working Conference on Decision Support in Public Administration, Noordwijkerhout, The Netherlands, 13-14 May, 1993

As the most comprehensive reference work dealing with decision support systems (DSS), this book is essential for the library of every DSS practitioner, researcher, and educator. Written by an international array of DSS luminaries, it contains more than 70 chapters that approach decision support systems from a wide variety of perspectives. These range from classic foundations to cutting-edge thought, informative to provocative, theoretical to practical, historical to futuristic, human to technological, and operational to strategic. The chapters are conveniently organized into ten major sections that novices and experts alike will refer to for years to come.

Many decisions in domains such as production, finance, logistics, planning, and economics, can be supported by optimization models. However, decision makers are often intimidated by the mathematical formalism of the corresponding model management tools and tend to keep their distance from them. Moreover, when these optimization models are encapsulated into user-friendly systems, this often leads to ad hoc software difficult to extend and to maintain. Finally, most of the existing applications poorly support the cooperative nature of decisions involving several actors; his book describes the theoretical foundations and the architectural details of the open source system named Dicoless, which precisely tries to solve these problems by implementing a new vision for distributed decision support systems. First, systems based on Dicoless hide the optimization models and their dry formalism behind a generic, reusable user friendly user interface. Decision makers can then perform complex what-if analysis without writing a single line of model code. Then, systems based on Dicoless rely on an innovative distributed architecture allowing several actors to dynamically get together in autonomous network groupings called federations, on a LAN or WLAN, to solve problems without being hampered by technical issues. This book is for anyone interested in learning and effectively and successfully applying model-driven decision support systems, including professors and students in DSS, Operations Research, Management Information Systems, and Operations Management, researchers active in the DSS community, and practitioners involved in the development of DSS.

In India context

Decision Support SystemsPutting Theory Into PracticeDecision Support SystemsPutting Theory Into Practice

Cognition-Driven Decision Support for Business Intelligence

DECISION support systems. Putting theory into practice. Edited by Ralph H. Sprague Jr. aaand Hugh J. Watson

Recent Developments in Decision Support Systems

Variations

Building Model Driven Decision Support Systems with Dicoless

Emergency Response Decision Support System

The contributors to this edited collection demonstrate that geographic information research is truly global in character, cutting across a wide range of disciplines and addressing conceptual, methodological, technical, ethical and political issues alike. Of the six themes, two are broadly concerned with data integration (geographic data infrastructures, GIS diffusion and implementation); two are more technical and conceptual in nature (generalisation, concepts and paradigms), and two reflect to a larger extent the application-driven nature of GIS technology (spatial analysis and multimedia). Each section is introduced by chapters highlighting the key research issues. Further chapters explore these issues in greater depth, and benefit from the international collaboration. Through the comparison of results included in this book, the prospects for advancing the field and addressing the challenges of GIS research are greatly improved.

For MIS specialists and nonspecialists alike, a comprehensive, readable, understandable guide to the concepts and applications of decision support systems.

This book mainly addresses the Emergency Response Decision Support System (ERDSS) and its applications, making use of ten related modules and a number of key technologies, especially Disaster Assessing Technology, Adaptive Information Evaluation Technology and Knowledge Management Technology. The book is especially valuable in coping with disasters that result in the loss of human life and property, and which threaten the stability of our societies. The ERDSS enables people to prepare for potential incidents, to rapidly respond to them, and to cope with their aftermath. Presenting practical solutions, this book helps readers to understand the ERDSS and effectively respond to emergency events.

This is the 26th volume in the Encyclopedia of Microcomputers series. It covers topics such as volume graphics and an automatic fuzzy rule generation method for handwriting recognition.

Intelligent Support Systems for Marketing Decisions

Volume 26 - Supplement 5

Challenges and Perspectives for Successful Marketing Management Support Systems

Methods, Software and Applications with Fuzzy Set Techniques

Intelligent Decision-making Support Systems

Multiple criteria decision making is a major and rapidly growing field of research. Methods resulting from this field of research are used in this book to develop a Multiobjective Decision Support Systems (MODSS) for environmental management. The primary focus of the book is therefore on the issues and practicalities that arise when these methods are applied to support decisions on environmental problems. Most methods included in this book are derived from the literature on multicriteria decision making, decision analysis and operations research. Concepts developed in management science are used to describe environmental decision processes and to define the functions of decision support. The author's work on MODSS has resulted in the development of a decision support package, called DEFINITE (DECisions on a FINITE set of alternatives). A demonstration version of this programme is included with the book. This Demo Disk can be run on a MS-DOS compatible personal computer (version 2.0 or higher) having a 3.5 inch, 720 Kb disk drive and 640 Kb available RAM.

This Proceedings presents the short papers, posters and abstracts of full papers accepted to the 3rd International Conference on Decision Support System Technology, ICDSST 2017, held in Namur, Belgium, during May 29th to 31st, 2017. This event had a main theme Data, Information and Knowledge Visualisation in Decision Making. This event is organized by the Euro Working Group on Decision Support Systems (EWG-DSS) in collaboration with the University of Namur Belgium, the EFFATA Research Team of the University of Namur and the Université libre de Bruxelles, Belgium.

Decision support systems have experienced a marked increase in attention and importance over the past 25 years. The aim of this book is to survey the decision support system (DSS) field – covering both developed territory and emergent frontiers. It will give the reader a clear understanding of fundamental DSS concepts, methods, technologies, trends, and issues. It will serve as a basic reference work for DSS research, practice, and instruction. To achieve these goals, the book has been designed according to a ten-part structure, divided in two volumes with chapters authored by well-known, well-versed scholars and practitioners from the DSS community.

In bringing together this book, the editors have kept two goals in mind. Firstly, the goal of educating the reader by giving an insight into the wealth of computing and mathematical techniques now being used to build decision support systems. Secondly, of aiming to stimulate the imagination by including an eclectic mix of contributions from a wide range of business areas to demonstrate that there is no field in which modern decision support techniques cannot usefully be applied. The quintessence of decision support systems is that they are designed to assist people in establishing the best course of action in a given situation but not to automate or tell them prescriptively how to achieve a goal.

Decision Support Systems For Business Intelligence

Decision Support Systems in Urban Planning

Data, Information and Knowledge Visualisation in Decision Making

Decision Support in Public Administration

Spatial Decision Support Systems

Managing Information Technology in a Global Society

*This handbook for the Methodology of Societal Complexity describes the theoretical development of the field and lays the foundation for the application of the Compram Methodology in the context of addressing complex societal problems. As such, it offers a valuable resource for scientists, practitioners, politicians, master and PhD students in the fields of methodology, the social sciences, operational research, management and political science and for all others who are professionally involved in handling complex societal problems. These problems are the kind that fill the front page of quality newspapers; they have a huge impact on society, involve a variety of phenomena and actors, and are therefore difficult to handle. The structured Compram Methodology provides sound guidelines for handling real-life societal problems democratically, sustainably and transparently. Examples of the use of the Compram Methodology are provided in the domain of global safety with regard to healthcare, economics, climate change, terrorism, large city problems, large technological projects and floods. Complex societal problems must be treated as multi-disciplinary, multi-actor, multi-level and often as multi-continental issues. As such, they call for a multi-disciplinary and multi-actor approach that takes into account the emotional aspects of the problem and the problem handling process, including the micro, meso and macro level, which can be accomplished using the methods, models and tools from the field of the Methodology of Societal Complexity. The Compram Methodology improves the problem handling process and increases the quality of life. Handling complex societal problems can reduce conflicts, save money and ultimately even save lives. Dorian «*De Tombe is an internationally recognized expert and founder of the Theory of the Methodology of Societal Complexity and the Compram Methodology.**

This is a book about how management and control decisions are made by persons who collaborate and possibly use the support of an information system. The decision is the result of human conscious activities aiming at choosing a course of action for attaining a certain objective (or a set of objectives). The act of collaboration implies that several entities who work together and share responsibilities to jointly plan, implement and evaluate a program of activities to achieve the common goals. The book is intended to present a balanced view of the domain to include both well-established concepts and a selection of new results in the domains of methods and key technologies. It is meant to answer several questions, such as: a) "How are evolving the business models towards the ever more collaborative schemes?"; b) "What is the role of the decision-maker in the new context?"; c) "What are the basic attributes and trends in the domain of decision-supporting information systems?"; d) "Which are the basic methods to aggregate the individual preferences?"; e) "What is the impact of modern information and communication technologies on the design and usage of decision support systems for groups of people?";

The vast flow of information to be considered by policy and decision makers in national and local governments is continuing to expand during the 1990s, whilst budgets for staff to process the information are being tightened. This publication provides a forum for the examination of the problem. It aims to focus the efforts of researchers and practitioners more effectively in applying information technology to increase the performance of decision makers in public administration despite the limited resources. Topics explored include the following: design considerations and approaches for, and practical experiences with, communication and information processing infrastructure and applications at the workplace level; the design and implementation of support systems for individual or group decision making in governmental and municipal settings; modelling and model management techniques, based on case reports of successful and unsuccessful modelling efforts; concepts, approaches and models for re-designing tasks and processes in public administration; issues and challenges in integrating the information systems of several governmental bodies. The book is divided into two parts for the discussion of these themes - the first section deals primarily with theoretical and conceptual issues; the second part contains papers with a stronger emphasis on systems, their functionality and experiences in their development and application. The authors' affiliations (17 organizations from 8 different countries) indicates the international nature of the contributions. The ideas put forward in their papers show that research into supporting decision making in public administration is well on its way but that the research area is vast, with yet many hills to scale.

Decision Support Systems: Frequently Asked Questions is the authoritative reference guide to computerized Decision Support Systems. Author Dan Power has spent almost 30 years building, studying and teaching others about computerized Decision Support Systems. Dr. Power is first and foremost a Decision Support evangelist and generalist. From his vantage point as editor of DSSResources.COM, he tracks a broad range of contemporary DSS topics. In this DSS FAQ, Dr. Power answers 83 frequently asked questions about computerized decision support systems. The FAQ covers a broad range of contemporary topics and the questions are organized into 8 chapters. DSS FAQ helps readers understand questions like: What is a DSS? What kind of DSS does Mr. X need? Does data modeling differ for a Data-Driven DSS? Is a Data Warehouse a DSS? Is tax preparation software an example of a DSS? What do I need to know about Data Warehousing/OLAP? What is a cost estimation DSS? What is a Spreadsheet-based DSS? Decision Support Systems: Frequently Asked Questions is a useful resource for IT specialists, students, professors and managers. It organizes important Ask Dan! questions (with answers) published in DSS News from 2000 through 2004.

Putting Theory Into Practice

Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering

Geographic Information Research

Sustainable Data-Driven & Evidence-based Decision Support with applications to the Environment and Energy sector

Creative Systems in Structural and Construction Engineering

Decision Support System (DSS) for Water Distribution Management

Intelligent Support Systems for Marketing Decisions examines new product development, market penetration strategies, and other marketing decisions utilizing a confluence of methods, including Decision Support Systems (DSS), Artificial Intelligence in Marketing and Multicriteria Analysis. The authors systematically examine the use and implementation of these methodologies in making strategic marketing decisions. Part I discusses the basic concepts of multicriteria analysis vis-a-vis marketing decisions and in new product development situations. Part II presents basic concepts from the fields of Information Systems, Decision Support Systems, and Intelligent Decision Support Methods. In addition, specialized categories of DSS (multicriteria DSS, web-based DSS, group DSS, spatial DSS) are discussed in terms of their key features and current use in marketing applications. Part III presents IDSS and a multicriteria methodology for new product development. Further chapters present a developmental strategy for analyzing, designing, and implementing an Intelligent Marketing Decision System. The implementation discussion is illustrated with a real-world example of the methods and system in use.

Intelligent Decision Making: An AI-Based Approach

Computer-Supported Collaborative Decision-Making

Perspectives of Information Systems

Handbook on Decision Support Systems 2

Models, Techniques, Systems and Applications