Contents

Decision Making Approach for Optimal Business Investments .......................... 1
Alberto Pliego Marugán and Fausto Pedro García Márquez

Integration of a Heuristic Method into an ERP Software: A Successful Experience for a Dynamic Multi-item Lot Sizing Problem .......... 21
José M. Gutiérrez, Marcos Colebrook, Cristian Rivero, and Teresa Pestana

Economic Viability Analytics for Wind Energy Maintenance Management ................................................................. 39
Jesús María Pinar Pérez, Eva Segura Asensio, and Fausto Pedro García Márquez

Introduction to Multi-attribute Decision Making in Business Analytics ................................................................. 55
William P. Fox

How Business Analytics Should Work .......................................................... 93
Marco Antonio Villegas-García, Fausto Pedro García Márquez, and Diego José Pedregal Tercero

Vulnerability Analysis of a Signal-Controlled Road Network for Equilibrium Flow .................................................. 109
Suh-Wen Chiou

Analytical Model Implementing Objectives in EVM for Advanced Project Control ........................................... 143
José Ignacio Muñoz-Hernández, José Ramón Otegi-Olaso, and Julen Rubio-Gómez

Use of Excellence Models as a Management Maturity Model (3M) .................. 165
Jose Ramón García Aranda and Fausto Pedro García Márquez
AHP and Intuitionistic Fuzzy TOPSIS Methodology for SCM Selection ............................................ 181
Babak Daneshvar Rouyendehg

The Assessment and Selection of Hedge Funds .................... 195
Joaquin López Pascual

Functional Data Analysis with an Application in the Capital Structure of California Hospitals ..................................................... 211
Feng Mai and Chaojiang Wu

A Software Application to Optimize the Visits of Sales/Marketing Agents to Their Customers in a Brewing Company ................ 225
Marcos Colebrook, Ana González-Larsson, and Antonio Sedeño-Noda
Advanced Business Analytics
García Márquez, F.P.; Lev, B. (Eds.)
2015, XII, 243 p. 88 illus., Hardcover
ISBN: 978-3-319-11414-9