

Contents

Part I. Data Analysis

Optimization in Symbolic Data Analysis: Dissimilarities, Class Centers, and Clustering	3
<i>Hans-Hermann Bock</i>	
An Efficient Branch and Bound Procedure for Restricted Principal Components Analysis	11
<i>Wayne S. DeSarbo, Robert E. Hausman</i>	
A Tree Structured Classifier for Symbolic Class Description ..	21
<i>Edwin Diday, M. Mehdi Limam, Suzanne Winsberg</i>	
A Diversity Measure for Tree-Based Classifier Ensembles	30
<i>Eugeniusz Gatnar</i>	
Repeated Confidence Intervals in Self-Organizing Studies	39
<i>Joachim Hartung, Guido Knapp</i>	
Fuzzy and Crisp Mahalanobis Fixed Point Clusters	47
<i>Christian Hennig</i>	
Interpretation Aids for Multilayer Perceptron Neural Nets ...	57
<i>Harald Hruschka</i>	
An Unfolding Scaling Model for Aggregated Preferential Choice Data	65
<i>Tadashi Imaizumi</i>	
Model-Based Clustering – Discussion on Some Approaches ...	73
<i>Krzysztof Jajuga</i>	
Three-Way Multidimensional Scaling: Formal Properties and Relationships Between Scaling Methods	82
<i>Sabine Krolak-Schwerdt</i>	
Empirical Approach as a Scientific Framework for Data Analysis	91
<i>Shizuhiko Nishisato</i>	
Asymmetric Multidimensional Scaling of Relationships Among Managers of a Firm	100
<i>Akinori Okada, Tadashi Imaizumi, Hiroshi Inoue</i>	

Aggregation of Ordinal Judgements Based on Condorcet's Majority Rule	108
<i>Otto Opitz, Henning Paul</i>	
ANOVA Models with Generalized Inverses	113
<i>Wolfgang Polasek, Shuangzhe Liu</i>	
Patterns in Search Queries	122
<i>Nadine Schmidt-Mänz, Martina Koch</i>	
Performance Drivers for Depth-First Frequent Pattern Mining	130
<i>Lars Schmidt-Thieme, Martin Schader</i>	
On the Performance of Algorithms for Two-Mode Hierarchical Cluster Analysis – Results from a Monte Carlo Simulation Study	141
<i>Manfred Schwaiger, Raimund Rix</i>	
Clustering Including Dimensionality Reduction	149
<i>Maurizio Vichi</i>	
The Number of Clusters in Market Segmentation	157
<i>Ralf Wagner, Sören W. Scholz, Reinhold Decker</i>	
On Variability of Optimal Policies in Markov Decision Processes	177
<i>Karl-Heinz Waldmann</i>	

Part II. Decision Support

Linking Quality Function Deployment and Conjoint Analysis for New Product Design	189
<i>Daniel Baier, Michael Brusch</i>	
Financial Management in an International Company: An OR-Based Approach for a Logistics Service Provider	199
<i>Ingo Böckenholt, Herbert Geys</i>	
Development of a Long-Term Strategy for the Moscow Urban Transport System	204
<i>Martin Both</i>	
The Importance of E-Commerce in China and Russia – An Empirical Comparison	212
<i>Reinhold Decker, Antonia Hermelbracht, Frank Kroll</i>	
Analyzing Trading Behavior in Transaction Data of Electronic Election Markets	222
<i>Markus Franke, Andreas Geyer-Schulz, Bettina Hoser</i>	

Critical Success Factors for Data Mining Projects 231
Andreas Hilbert

Equity Analysis by Functional Approach 241
Thomas Kümpke, Franz Josef Radermacher

A Multidimensional Approach to Country of Origin Effects in
the Automobile Market 249
Michael Löffler, Ulrich Lutz

Loyalty Programs and Their Impact on Repeat Purchase
Behaviour: An Extension on the "Single Source" Panel
BehaviorScan 257
Lars Meyer-Waarden

An Empirical Examination of Daily Stock Return Distributions
for U.S. Stocks 269
*Svetlozar T. Rachev, Stoyan V. Stoyanov, Almira Biglova,
Frank J. Fabozzi*

Stages, Gates, and Conflicts in New Product Development: A
Classification Approach 282
Alexandra Rese, Daniel Baier, Ralf Woll

Analytical Lead Management in the Automotive Industry 290
Frank Säuberlich, Kevin Smith, Mark Yuhn

Die Nutzung von multivariaten statistischen Verfahren in der
Praxis - Ein Erfahrungsbericht 20 Jahre danach 300
Karla Schiller

Heuristic Bundling 313
Bernd Stauß, Volker Schlecht

The Option of No-Purchase in the Empirical Description of
Brand Choice Behaviour 323
Udo Wagner, Heribert Reisinger

klaR Analyzing German Business Cycles 335
Claus Weihs, Uwe Ligges, Karsten Luebke, Nils Raabe

Index 345

Selected Publications of Wolfgang Gaul 347



<http://www.springer.com/978-3-540-26007-3>

Data Analysis and Decision Support

Baier, D.; Decker, R.; Schmidt-Thieme, B. (Eds.)

2005, XI, 352 p., Softcover

ISBN: 978-3-540-26007-3