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Statistical Analysis Of Strategic Market Management Based On Neuro-Fuzzy Model Of Human Nature, Poisson Process And Renewal Theory

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Abstract

The paper points out several novel facts regarding statistical analysis of strategic market management based on fuzzy estimation, Poisson process, and renewal theory. If the prediction of occurrence of gain, which is in strategic market management and is done by a normal individual, is built upon the estimate of the weight of a single associated limit and theory of fairness by the doubtful individual is forbidden, then for unit negative bias, the estimation of the weight of the single parameter by either the past or analytical means is carried out by a normal person is always signified as a complex variable. Accuracy estimate of the future calculation of incidence of an ambiguous event (gain or loss) is controlled by the basis of the hypothesis of fairness rule in case of both optimistic and pessimistic persons. The null hypothesis of the authenticity of an unknown event (gain or loss) for a biased individual is equal to the different hypothesis of the same fora normal person.

Keywords: Strategic Market Management, Fuzzy Estimate, Poisson Process, Renewal Theory, Complex Variable

Introduction -A statistical perspective

Assuming that a typical person's forecast of gain in the essential market the executives depends on assessing the heaviness of a solitary related boundary, the speculation of reasonableness by the skeptical individual is dismissed. For unit pessimistic predisposition, the gauge of the heaviness of a solitary boundary by either verifiable or prescient means by an ordinary individual is addressed as a mind-boggling variable. The precision gauge of the future forecast of the event of a dubious occasion (gain or misfortune) is administered by the rule of the theory of decency rule if there should be an occurrence of both hopeful and skeptical people. On account of deals and benefit assessment of the critical market, the board is done by flighty leaning individuals, the predicted value (Tv) goes about as a source of perspective boundary for recognizing the output (To) patterns towards uncommon and successive fluffy areas. The invalid speculation of the legitimacy of an obscure occasion (gain or misfortune) for a one-sided individual is indistinguishable from the equivalent of an ordinary individual's substitute theory. Idea learning and counterfeit neural demonstrating can administer the client-based methodology of distinguishing contenders. The remarkable development model can administer understanding contenders in view of benefit. Decrease in resistance limit in the degree of development of deals and portion of the overall industry is a component of the degree of debasing in the essentialness of business procedure, the proportion of edge resilience limit, and probabilistic proportion of benefit. On account of contender investigation of the picture and situating methodology regarding the main elements viz. market effect and benefit, a future expectation with respect to the contender examination in view of any of the variables can be acknowledged in light of past pattern investigation of the other. Factual examination of business anticipating if there should be an occurrence of an incessant occasion (profit or loss) can be administered by point assessment technique, and assuming there bears a dramatic connection between the quantitative proportion of a gauge (profit or loss) and the comparing timing moment of rate, then, at that point, a similar connection is legitimate assuming that the gauge is seen in the mid-timing span. Also, there is the immense application of Poisson process-based analysis of threats and opportunities of external analysis as well as renewal theory-based analysis of customer analysis in context to placing an order for a particular commodity.

Literature Review – A Marketing Research Perspective

As per (Atuahene-Gima, K. et al., 2004), thoroughness has been perceived as a critical element of advertising procedure direction for quite some time. In any case, scarcely any examinations have inspected its precursors and the conditions under which it impacts execution. This study endeavors to more readily comprehend advertising methodology by exploring project-level precursors and Marketing Strategy Comprehensiveness (MSC) results. As per (Baumgartner H. et al., 2003), the authors explore the general and subarea impact of a thorough arrangement of advertising and promoting related diaries at three moments during 30 years utilizing a reference-based proportion of underlying impact. As per (Bharadwaj, S. G., et al., 2011), the study looks at the effect of brand quality on three parts of investor riches: stock returns, methodical danger, and quirky danger. The investigation discovers that brand quality improves investor abundance to the extent. Brand quality is more significant for firms confronting expanding rivalry (i.e., unforeseen abatements in industry fixation). In (Bolton, R. N., et al., 2004), most exploration in client resources, the board has zeroed in on explicit parts of the worth of the client to the organization. In (Chandy, R. K., et al., 2000), a typical insight in the field of development is that vast, occupant firms seldom present extremist item advancements. Such firms will more often than not cement their market positions with moderately gradual advancements. (Choi, S. C. ,et.al. , 2006) researches the retailer's concern of situating her private mark against two public brands with respect to both item quality and item includes. (Dickson, P. R., et al., 2001) points out Dynamic strategic thinking understanding the crucial crucial elements, yet how profoundly do they ponder the transaction of such essentials, and how systems treat to use in such reasoning? (Esper, T. L., et al., 2010) proposes that effectively dealing with the production network to make client esteem requires broad joining between request-centered and supply-zeroed in processes in light of an underpinning of significant worth creation through intra-hierarchical information the board. As per (Fang, E. E., et al., 2016), sending off a forward leap and gradual new items is imperative to firm execution. The earlier examination has recorded a few inner self-organization and worldwide organization-level factors that influence advancements, yet this study goes above and beyond to uncover the cooperations of these elements as basic item send-off systems. In (Farjoun, M., 2002), the system field's center issues- the idea of the procedure, causal models relating technique to different builds, and models of vital administration and decision- have recently tended to by two key movements. As per (Frankwick, G. L., et al., 1994), the scientists and strategists can acquire exceptional experiences by looking at showcasing's an essential job from the perspectives of administrators working all through the hierarchical construction. In (Ghosh M. et al., 1999), the creators broaden exchange cost examination into GVA structure to address

advertising technique choices, particularly procedures grounded in valuable connections.(Gonzalez, G. R., et al., 2014) incorporates relationship advertising and interpersonal organization viewpoints to create and test a model that joins objective deals execution with the instructive and helpful advantages that come from relationship managers' (RMs') social capital structure (business and thickness) and relations (formal and casual organizations). (Gooner, R. A., et al., 2011) points out whether retail category management is worth the effort (and does a category captain help or hinder). As per (Hauser, J. R., et al., 2008), shoppers are heterogeneous and expand utility if their situation in a multi attribute space can address items. Reaction capacities can sum up mindfulness publicizing and dissemination. As per (Harmeling, C. M. et al.,2015), trade occasions are key structure squares of business connections and fundamental for relationship improvement. In (Homburg, C., Müller, et al., 2011) in the present social selling, a vital test for sales reps is deciding how much their client arranged practices drive deals execution. In (Homburg, C. et al., 2012), extensive execution estimation frameworks have gotten the impressive promotion, such as the fair scorecard. In (Hutt, M. D., et al., 1988), an interaction point of view has been taken on in arising conceptualizations of key promoting, and little consideration has been given to handle issues in advertising methodology research. As per (Kyriakopoulos K. et al., 2004), marketing techniques can work on an association's present aptitude (double-dealing advertising system) and require improving new information and abilities (promoting investigation procedure). Research in procedure and hierarchical learning recommends using the two methodologies to consider adequacy in every space and lessen monetary execution. (Lipsey M. W. et al., 2001 address the inquiries to give per users a cutting-edge prologue to the different ways to deal with meta-investigation.(Luo, X. et al., 2008) presents the idea of a stock worth hole the deficit of an association's genuine market esteem from its ideal market esteem, as estimated by a best-performing benchmark. As per (Maltz E. et al., 2000), to work adequately, showcasing should work in amicability with other practical offices in a firm. This study centers around advertising's collaborations with three capacities that assume a critical part in the accomplishment of showcasing objectives money, assembling, and R&D. As per (Menon, A. et al., 1999), a solid scholas-tic and expert premium are reviving in the marketing strategy-making (MSM) process and its im-pact on firm execution. In any case, there is a deficiency of exploration on process issues in show-casing methodology. As per (Mintzberg H.,1994), When key arranging showed up on the scene dur-ing the 1960s, corporate pioneers accepted it as "the one most effective way" to devise and carry out systems that would improve the seriousness of every specialty unit. As per (Mizik N. et al., 2003), firms allot their restricted assets between two significant cycles of making

esteem (i.e., de-veloping, creating, and conveying items to the market) and appropriating esteem (i.e., extricating benefits in the commercial center). As per (Montgomery, D. B., et al., 2005), a large part of the expe-rimental examination on cutthroat responses depicts how or why opponents respond to a compa-ny's previous activities yet avoids inspecting whether administrators endeavor to foresee such responses. In (Morgan, N. A., et al., 2006), authors observed that while repurchase probability and extent of clients whining have some prescient worth relying upon the particular component of business execution, measurements in light of proposal aims (net advertisers) and conduct (normal number of suggestions) have practically zero prescient worth. As per (Palmatier, R. W., et al., 2013), the unique parts of social builds should assume a significant part in driving presentation. (Slater, S. F., et al., 2001) depicts a review that surveys the ramifications of matching advertising systems to business procedures. To direct this review, we previously assessed the writing on promoting the system to recognize its key aspects. As per (Slater, S. F., et al., 2007), business strategy is generally worried about the activities needed to make predominant client esteem in the association's objective business sectors with a definitive objective of accomplishing prevalent execution. (Van de Ven et al.,1992) points out the three ideas to specialists for concentrating on the system interaction. In (Vorhies, D. W., et al., 2003).the creators address these issues by evaluating showcasing association fit with business technique as how much a business' promoting association varies from an observationally determined ideal profile that accomplishes unrivaled execution by orchestrating advertising exercises that empower the execution of a given system type. In (Walker Jr, O. C., et al., 1987), the authors audit and incorporate different hypothetical viewpoints, regulating explanations, and experimental proof with regards to the authoritative constructions.

In (Whittington R., 2006) creates ramifications of this system for research, especially as to the effect of methodology rehearses on procedure praxis, the creation and move of technique rehearse, and the creation of system professionals. As per (Zhou, K. Z., et al., 2005), the creators conceptualize and test a model that joins various vital directions and market influences through hierarchical learning to advancement developments and firm execution. The outcomes show that a market direction works with developments that utilize cutting edge innovation and proposition more prominent advantages to standard clients (i.e., innovation-based advancements) yet restrain advancements that target developing business sector portions (i.e., market-based developments).

Findings and Facts

Fact 1- If the prediction of occurrence of gain, which is in strategic market management and

is done by a normal individual, is built upon the estimate of the weight of a single associated limit and theory of fairness by the doubtful individual is forbidden, then for unit negative bias, the estimation of the weight of the single parameter by either the past or analytical means is carried out by a normal person is always signified as a complex variable.

Justification–

An example of business uncertainty is that the predictive decisions between the several business analysts vary significantly. A normal person will effectively determine the present status of the business and try to foresee briefly. In several cases, it can be seen that optimistic, negative, and indecisive-minded persons calculate the sales and profit status, challenging the present status, and therefore, the statistical theory as per their calculations is likely to be subjective. In this statement, we suggest the association of evaluation of a normal person with a doubtful individual.

Then the suggested mathematical calculation of a neuro-fuzzy based event (gain) estimate is between a doubtful and a normal individual in case of the strategic ambiguity is as follows

$$T_p + \beta = AW_n = \left[\frac{\left(\sum_{i=1}^{x} AW_{x,i} \times AW_{y,i}\right)}{x}\right] - (1)$$

where $T_p =$ is the average accuracy estimate of gain by the pessimistic individual

$\beta =$ is the unit negative bias value

AW_n

$=$ is the effective weight of the related factors per the prediction which a normal person does

$AW_{x,i}$

$=$ is the value of the weight of ith parameter on the base of experimented historical information

$AW_{y,i} =$ is the estimate of the weight of ith parameter on the base of the present theory

$x =$ is the total number of occurrences of the arrival of the event gain

As per our suggestion, a single incidence of gain occurs, and the pessimistic individual's theory of fairness is denied.

$$\text{Hence, } AW_{x,1} \times AW_{y,1} = 0 + \beta$$

$$\text{or } \left(AW_{y,1}\right)^2 = \beta$$

$$\text{or } \left(AW_{y,1}\right)^2 = -1 \text{[since it is the unit negative bias]}$$

$$\text{or } AW_{y,1} = (-1)^{1/2} - (2)$$

$$\text{Likewise, we can show off that } AW_{x,1} = (-1)^{1/2} - - - - - - - - - - - - - - - - - - (3)$$

Hereafter it is right to say that "If the calculation of the rate of gain by a normal

individual which is based upon the approximation of the weight of single parameter and theory of fairness by a pessimistic individual is excluded, then for unit negative bias, the approximation of the weight of the single parameter which is done by either historical or predictive means by a normal person is characterized as a complex variable."

Fact 2 - Accuracy estimate of the future calculation of incidence of an ambiguous event (gain or loss) is controlled by the basis of the hypothesis of fairness rule in the case of both optimistic and pessimistic persons.

Justification–

Strategic ambiguities always emphasize the specific unknown parameters that influence the result of the strategic decisions. In this statement, we have suggested that the principle of hypothesis rule performs a vital role in strategic decisions. A statistical hypothesis is a statement about allocating one or more random variables that we want to confirm based on a sample. In this statement, mathematically, the relation among predictive gain estimates is done by the normal, hopeful, and unenthusiastic person is as follows

$$P(|\beta_0 - \alpha_n| \geq \mu) = P\big(|\alpha_n - \beta_p| \geq \mu\big) = V - (4)$$

where, $\beta_0 =$ is the projected value of percentage of gain done by the optimistic person in higher fresh form

$\alpha_n =$ is the projected value percentage of gain by the normal person, and it is 0.5

$\beta_p =$ is the projected value percentage of gain by the pessimistic person in higher fresh form

$\mu =$ is the value of the variation of both the optimistic and pessimistic from the actual result V; $V \in \{0,1\}$

If $V = 1, P\big(|1 - 0.5| \geq (1 - 1)\big)$ is acceptable, and it shows that calculation of optimistic individual is correct, and we decline the hypothesis of fairness of the doubtful person as

$P\big(|0.5 - 0| \geq (1 - 0)\big)$is illogical.

Likewise, if $V = 0, P\big(|1 - 0.5| \geq (1 - 0)\big)$ is illogical, and it tells that hypothesis of fairness of optimistic individuals is excluded.

Therefore it is reasonable to state that "The precision estimation of the future likelihood of occurrence of an uncertain event (gain or loss) is mainly controlled by the principle of the hypothesis of fairness rule which is applied in both the case of optimistic and pessimistic persons."

Fact 3 - In the situation of sales and profit estimation of the strategic market management

that an indecisive-minded person does, then the predicted value (T_V) evidently behaves as a reference parameter for distinguishing the output (T_0)trends towards the sporadic and frequent fuzzy domains.

Justification –

Fuzzy set theory was suggested in 1965 by Lotfi A. Zadeh. A fuzzy set is described mathematically by allocating to each possible person in the universe of discourse, where a value indicates its grade of membership in the fuzzy set. In definite form, a distinct value is created, and it is in the bivalent or binary variable state {0,1}. Even though the fuzzy value is in the probabilistic form where the lower and higher crisps specify the lower and upper boundary limits of a fuzzy range. Here the average (0.5) is a level that suggests the rare range ($0 \leq L_R \leq 0.5$) and the frequent range ($0.5 \leq F_R \leq 1$). Table 1 demonstrates that in the situation of the sales and profit estimate of strategic market management, which an indecisive-minded person does, then the projected value (T_V) acts as a reference limit for classifying the output (T_0)trends towards both the rare fuzzy (L_R) and frequent fuzzy domains(F_R). Here, $C_L$and$C_H$are lower and higher crisp values separately.

Table 1: Gain estimation, which is dependent on various human attitude

Nature	If ($T_V < T_0$)	If ($T_V > T_0$)
Optimistic	$T_V = \{F_R\}$ $T_0 = \{C_H\}$	i. $T_V = \{F_R, C_H\}$ $T_0 = \{C_L, L_R, A_{VG}\}$ ii. $T_V = \{C_H\}$ $T_0 = \{C_L, L_R, A_{VG}, F_R\}$
Pessimistic	i. $T_V = \{C_L, F_R\}$ $T_0 = \{A_{VG}, F_R, C_H\}$ ii. $T_V = \{C_L\}$ $T_0 = \{L_R, A_{VG}, F_R, C_H\}$	$T_V = \{L_R\}$ $T_0 = \{C_L\}$
Fickle-minded	$T_V = \{A_{VG}\}$	$T_V = \{A_{VG}\}$

Henceforth it is right to say that "In case of the sales and profit estimation of the strategic market management which an indecisive person performs, then the projected value (T_V) turns as a reference parameter for recognizing the output (T_0) trends towards both of the rare and frequent fuzzy domains."

Fact 4 - The null hypothesis of the authenticity of an unknown event (gain or loss) for a biased individual is equal to the different hypothesis of the same for a normal person.

Justification–

In this context, we have suggested that in case of strategic uncertainty, the universal statistical rules of null and alternated hypothesis can be meaningfully connected with the external analysis of strategic market management, which is in the view of a biased (either optimistic or pessimistic) and normal person. Let p be an unknown binary state of validity of an event (gain or loss) in the case of the influenced person, and $q_s$is a specific fuzzy fact.

$$\text{Hence, } H_0: p = q_s ----------------------------------(5)$$

$$\text{and } H_A: p \neq q_s ------------------------------------(6)$$

where$H_0$and H_A are null and alternate hypotheses correspondingly of the biased person. In this situation, the biased person implies the optimistic and pessimistic personality of a person.

Now, $(1 - p)$ is an unknown binary state of validity of an event (gain or loss) in the case of a normal person, and $q_n$be a specific fuzzy value.

Given that the event is applicable, hence $q_s = q_n = 1$.

$$\text{Therefore, } H_0: (1 - p) = q_n ------------------------------(7)$$

$$\text{and } H_A: (1 - p) \neq q_n -------------------------------- (8)$$

where$H_0$and H_A are the null and alternate hypotheses of the normal person separately.

Biased property suggests the false principle which represents Eq(5) is unacceptable. In that context, the authenticity of Eq(6) assumes that $p \neq q_s$. Now $q_s$must be in higher crisp whereby $p = 0$. Let us analyze whether Eq(7) is acceptable under this situation. For Eq(7) to be effective, $(1 - p) = q_n = 1$. Now $q_n$must be 1when $p = 0$. It suggests that the alternate hypothesis of the schizophrenic patient is always equal to the null hypothesis of a normal person and vice-versa. Therefore it is reasonable to say that "The null hypothesis of the authenticity of an unknown event (gain or loss) for a biased person is equal to the alternate hypothesis of the same for a normal person."

Fact 5 – External analysis can be realized using Poisson Process.

Justification –

Analysis of threats and opportunities of external analysis for any business must be carried out continuously to stay in the competitive market. Trends of threats/opportunities are dynamic and subject to vary with respect to time. Hence let $\{\alpha(t), t > 0\}$ is the number of iterations of external aspect analysis of strategic market manager for a business organization that occurred up to time t. Now, if $(t + \Delta t)$is the upper boundary of the analysis period $[(t + \Delta t) - t]$, then for $\Delta t<t$, it is evident that $\alpha(t) \leq \alpha(\Delta t)$ while for $\Delta t < t$, $\big(\alpha(t) - \alpha(\Delta t)\big)$is the number of times the threat/opportunity observation is carried out in an interval $(\Delta t, t)$. This is a counting process as $\alpha(t + \Delta t)$ and $\alpha(t)$are independent. For all $\Delta t, t > 0$, the number of observations in the time interval t is Poisson distributed with the mean rate β_t. However, strategic decisions must be framed based on identifying threats/opportunities. The frequency of strategic uncertainties results from Poisson approximation to the binomial distribution. If a detailed analysis of strategic uncertainty is to be carried out within an interval $[0, t]$ after every S timing gap where S is enormous, the probability of having two or more analyses in any sub-interval will be 0 as $S \to \infty$. Threat to a business is directly related to the loss. Let a business succumbs threat that has occurred with rate σ. Let i^{th} threat generates loss L_i. Now $L_i, i \geq 1$ are independent and identically distributed and also independent of $\{\alpha(t), t \geq 0\}$where $\alpha(t)$ denotes the number of losses in $[0, t]$. Now, if the loss is of exponential decay,then assuming expectation, it can be represented as $E[L(t)] = \big(\sigma E(L)(1 - e^{-at})\big)/_a$, a being a constant.

Fact 6 – Customer analysis can be realized based on the renewal theory of the stochastic process.

Justification –

Customer satisfaction plays a pivotal role in strategic market management. The demand-supply should be efficiently handled. Assuming the organization is selling a single type of commodity, let the amount of items demanded to be independent with a common distribution function D. Now, if the store-section adopts a policy related to inventory system such that if inventory level after delivering an order to a customer is below x, then immediately an order is placed to bring it up to the desired demand threshold value (X) at any specific instant of time, failing which no new order will be placed. Therefore the amount of items ordered after serving a customer, thereby inventory level being y, can be represented as $X - y$ if $y < x$; 0if $y \geq x$. This is exactly analogous to the **alternating renewal**

process. This phenomenon can further be justified mathematically based on successive customer demands, amount of time the inventory $\geq$ y in a cycle, time of a cycle, and customer demand distribution D. Stakeholder feedback is essential for business growth. It is a continuous process. Feedback can be taken at any time without any fixed timing instant. Hence, it is a renewal process in which feedback timings are independent and uniformly distributed with an arbitrary distribution. In assessing motivation and assigning strategic roles for customer analysis, a stochastic model of decision making is to be carried out. In the case of placing the orders by customers, the **renewal reward process** can be applied where the mean interarrival time between two successive orders is α, and the number of customers waiting for placing the order is β. In this context, the expected length of order placing is represented as $E[\text{order placing life cycle}] = \beta * \alpha$; $*$ means multiplication.The customer arrives in queue, maintaining a **non-lattice renewal process**. The approach of the **regenerative process** is also valid in this scenario. If a customer places an order and then does not meet the demand due to scarcity of the supply, then the supply has to be generated, and then again, the customer has to place the order. Therefore, this continuation of the process is random and mathematically represented based on the distribution of the order placing cycle and density over some time interval. In order to analyze the unmet needs of the customer at regular intervals of time, there is a necessity to perform critical thinking. Data analytics and neural modeling to identify priority-based unmet needs play a significant role. This is a cycle operation after fixed timing instants of analysis, and hence in this perspective, **stationary point processes** can be considered.

Conclusions

The paper pointed out several statistical-based representations of strategic market management based on fuzzy applications of decision-making based on human mindset. External analysis has also been analyzed using the Poisson process. This paper also entails a novel approach of statistical realization of customer analysis in the light of renewal theory.

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