

## **Call for Chapters**

# **Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classification**

### **Editors:**

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### **Publisher:**

- IGI Global, Hershey PA, USA

### **Submission Deadline:**

- July 15, 2010

### **Introduction:**

With today's information overload, it has become increasingly difficult to analyze the huge amounts of data and to generate appropriate management decisions. Furthermore, the data are often imprecise and will include not only quantitative but also qualitative elements. For these reasons it is important to extend traditional decision making processes adding intuitive reasoning, human subjectivity and imprecision.

Lofti A. Zadeh has introduced fuzzy sets and fuzzy logic to deal with uncertainty, vagueness, and imprecision. In this book, fuzzy classification is applied to extend portfolio analysis, scoring methods, customer segmentation and performance measurement and thus to improve managerial decisions. As an integral part of the handbook, case studies show how fuzzy classification with its query facilities can extend customer equity, enable mass customization, and refine marketing campaigns.

### **Objective of the book:**

Most publications in management and marketing do not address the problems which can arise when using traditional, non-fuzzy or 'sharp' methods. With fuzzy classification, a customer can belong to more than one class with differing degrees of membership. This notion of membership not only provides a better description of the elements, it also helps to reveal both the potential and the possible weakness of the class elements under consideration. As a result, marketing managers can treat their customers according to their true value. This book will explore the possibilities and advantages created by fuzzy methods, through both the presentation of thorough research and case studies.

### **Target Audience:**

This book is not only intended for students and researchers but will also be valuable for executives, managers, marketing experts and project leaders who would like to apply fuzzy classification to managerial decisions. The book presents a set of fuzzy methods, case studies and web-based tools which together make it possible to test the efficiency and effectiveness of fuzzy classification.

## Chapter Topics:

Recommended topics include but are not limited to the following:

- Segmentation with Fuzzy Customer Classes
- Fuzzy Scoring Methods for Marketing
- Fuzzy Data Warehousing
- Inductive Fuzzy Classification for Marketing Programs
- Fuzzy-based Recommender Systems
- Fuzzy Portfolio Techniques in Marketing
- Calculating Individualized Prices with Fuzzy Methods
- Viral Marketing and Computing with Words
- Fuzzy Weblog Extraction for Issue Management
- Fuzzy-based Risk Management
- Community Marketing based on Fuzzy Logic
- Building Fuzzy-based Ontologies for Product Descriptions
- Web Analytics and Web Controlling with Fuzziness
- Fuzzy-based Performance Measurement
- Direct Marketing based on Fuzzy Methods
- Building Fuzzy Customer Relations in the Blogosphere
- Applying Fuzzy-based Rule Systems in Marketing
- Improving Social Networks through Fuzzy Control

## Submission Procedure and Deadlines:

Researchers and marketers are invited to submit on or before **July 15, 2010** a chapter proposal (Word format) including

- Proposed Title for the Chapter
- List of Authors with Address and short Curriculum Vitae
- Abstract of 300 Words
- Short Description of the Case Study and/or web-based Tool
- Table of Content of the Chapter

Authors of proposals will be notified by July 31, 2010 about the status of their contribution. Chapters (7000 to 8000 words) and case study's (about 2000 words) have then to be submitted till November 30, 2010. All chapters and case studies will be evaluated on a double-blind review process.

## Important Dates:

July 15, 2010	Proposal Submission Deadline
July 31, 2010	Notification of Acceptance
November 30, 2010	Chapter and Case Study Submission
January 31, 2011	Review Results Returned
March 31, 2011	Final Chapter Submission

## Address for Submission:

Chapter proposals should be sent electronically (Word document and pdf) to [Andreas.Meier@unifr.ch](mailto:Andreas.Meier@unifr.ch) or [Laurent.Donze@unifr.ch](mailto:Laurent.Donze@unifr.ch)

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