

Organizational Productivity and Performance Measurements Using Predictive Modeling and Analytics

Part of the Advances in Business Information Systems and Analytics Book Series

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Description:

Businesses are collecting massive amounts of data every day as a way to better understand their processes, competition, and the markets they serve. This data can be used to increase organizational productivity and performance; however, is essential that organizations collecting large data sets have the tools available to them to fully understand the data they are collecting.

Organizational Productivity and Performance Measurements Using Predictive Modeling and Analytics takes a critical look at methods for enhancing an organization's operations and day-to-day activities through the effective use of data. Focuses on a variety of applications of predictive analytics within organizations of all types.

Readers:

This critical publication is an essential resource for business managers, data scientists, graduate-level students, and researchers.

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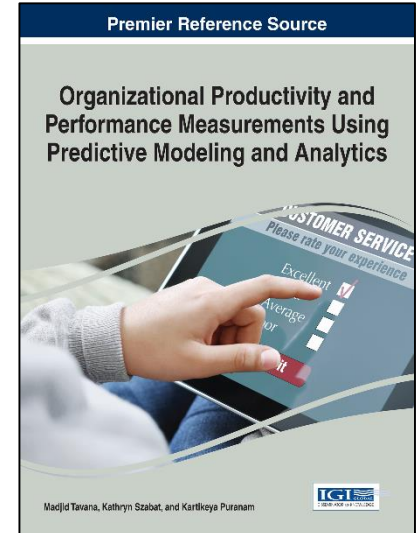
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Madjid Tavana is Professor and Distinguished Chair of Business Systems and Analytics at La Salle University, where he served as Chairman of the Management Department and Director of the Center for Technology and Management. He is Distinguished Research Fellow at Kennedy Space Center, Johnson Space Center, Naval Research Laboratory at Stennis Space Center, and Air Force Research Laboratory. He was recently honored with the prestigious Space Act Award by NASA. He holds a MBA, PMIS, and PhD in Management Information Systems and received his Post-Doctoral Diploma in Strategic Information Systems from the Wharton School at the University of Pennsylvania. He is the Editor-in-Chief of Decision Analytics, International Journal of Applied Decision Sciences, International Journal of Management and Decision Making, International Journal of Knowledge Engineering and Data Mining, International Journal of Strategic Decision Sciences, and International Journal of Enterprise Information Systems. He has published 10 books and over 170 research papers in scholarly academic journals.

Kartikeya Puranam is an Assistant Professor of Business Systems and Analytics at La Salle University. He received his PhD in Supply Chain Management from Rutgers Business School. He received his Master's and bachelor's degrees in Mechanical Engineering from the Indian Institute of Technology in Bombay. His research interests include bidding strategies in auctions, learning in sequential auctions, inventory management, marketing and operations interface, Markov chains and Markov decision processes, and supply chain management. He has published in *Operations Research Letters* and *European Journal of Operational Research*.