

ANALYSE STATISTIQUE DE DONNÉES TEXTUELLES EN SCIENCES DE GESTION

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Analyse Statistique De Donneacutes Textuelles En Sciences De Gestion

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Analyse statistique de données textuelles en sciences de gestion CLAIRE GAUZENTE, DOMINIQUE PEYRAT-GUILLARD, 2007-05-05 Les contributeurs de cet ouvrage ont eu pour souci de pr senter aussi bien les m thodes et concepts de base de l analyse et de la fouille de donn es textuelles que des applications de recherche sous un angle la fois p dagogique et m thodologique Le d veloppement exponentiel des donn es textuelles et les possibilit s de traitement automatis de ces derni res offrent de nouvelles opportunit s d tudes et de recherche Les sciences de gestion int ress es par la vie de l entreprise et de ses parties prenantes membres de l entreprise consommateurs grand public doivent pouvoir se saisir de cette mati re qualitative La tradition de l tude quantifi e des textes s enrichit constamment elle peut tre mobilis e au service des probl matiques de gestion compr hension de l individu au travail compr hension du consommateur compr hension de la communication de l entreprise constituent autant de champs d application illustr s par cet ouvrage **Revenue**

Management in the Age of Artificial Intelligence Sourou Meatchi, 2025-09-30 Today Revenue Management is a key practice in the air transport tourism and hotel industries Originally known as Yield Management Revenue Management has gradually evolved into an integral revenue optimization strategy for businesses characterized by capacity constraints and fluctuating demand Revenue Management in the Age of Artificial Intelligence explores through numerous case studies and concrete examples the principles models and applications of Revenue Management while addressing the ethical challenges and prospects offered by digital technology and artificial intelligence This book is aimed at professionals students researchers and anyone wishing to understand the dynamics of price management in a constantly changing economic environment It highlights the importance of transparency and fairness in maintaining consumer confidence while demonstrating that Revenue Management is much more than a simple pricing technique it is an essential strategic tool for many service companies *Méthodologie de la recherche en sciences de gestion* Marie-Laure Gavard-Perret, David

Gotteland, Christophe Haon, Alain Jolibert, 2012-11-09 Cet ouvrage donne des bases rigoureuses pour bien aborder un travail de recherche construire un objet de recherche choisir et ou croiser les m thodes de collecte des donn es et les m thodes d analyse des donn es synth tiser et r diger les r sultats *Computer Supported Qualitative Research* António Pedro

Costa, Luís Paulo Reis, António Moreira, 2018-09-26 This book includes a selection of papers presented at the Third World Conference on Qualitative Research WCQR2018 held in Lisbon Portugal on October 17 19 2018 The WCQR2018 focused on four main fields of application Education Health Social Sciences and Engineering and Technology and seven main subjects Rationale and Paradigms of Qualitative Research Systematization of Approaches with Qualitative Studies Qualitative and Mixed Methods Research Data Analysis Types Innovative Processes of Qualitative Data Analysis Qualitative Research in Web Contexts and Qualitative Analysis with the Support of Specific Software Given its breadth of coverage the book offers a valuable resource for academics researchers teachers and students seeking information on the above topics and on the use of

Computer Assisted Qualitative Data Analysis CAQDAS Innovations in Smart Cities Applications Volume 5 Mohamed Ben Ahmed, Anouar Abdelhakim Boudhir, İsmail Rakıp Karas, Vipul Jain, Sehl Mellouli, 2022-03-03 This book sets the innovative research contributions works and solutions for almost all the intelligent and smart applications in the smart cities The smart city concept is a relevant topic for industrial governments and citizens Due to this the smart city considered as a multi domain context attracts tremendously academics researchers and practitioners who provide efforts in theoretical proofs approaches architectures and in applied researches The importance of smart cities comes essentially from the significant growth of populations in the near future which conducts to a real need of smart applications that can support this evolution in the future cities The main scope of this book covers new and original ideas for the next generations of cities using the new technologies The book involves the application of the data science and AI IoT technologies and architectures smart earth and water management smart education and E learning systems smart modeling systems smart mobility and renewable energy It also reports recent research works on big data technologies image processing and recognition systems and smart security and privacy **Stratégie clients** Pierre Volle, 2014-12-05 A destination des professionnels comme des étudiants cet ouvrage analyse les enjeux de la relation client selon les diverses fonctions de l'entreprise et propose des outils pour mettre en œuvre des stratégies clients adaptées Corporate Responsibility and Competitiveness Gilbert Lenssen, Wojciech Gasparski, Boleslaw Rok, Peter Lacy, 2006 This e book draws on papers presented at the European Academy of Business in Society Fourth Annual Colloquium in Warsaw Poland December 2005 The event was hosted by the Leon Kozminski Academy of Entrepreneurship and Management and the Warsaw School of Economics It was part of the EABIS led project The European Platform for Excellence in CSR Research supported by the European Commission's Sixth Framework Research Programme The Colloquium and this e book are an attempt to lift debate to another level on both corporate responsibility and competitiveness in order to push the boundaries of knowledge They are also an attempt to build the platform for serious understanding at the level of corporate strategy and public policy *Enquêtes et analyse de données avec Sphinx* Stéphane Ganassali, 2014-05-30 Un panorama complet pour concevoir un projet d'étude en sciences sociales et en marketing avec une réelle mise en pratique sur le logiciel Sphinx Cet ouvrage couvre aussi bien les méthodes qualitatives que quantitatives En plus un eText enrichi pour approfondir et s'enrichir efficacement Managing Religious Diversity in the Workplace Stefan Gröschl, Regine Bendl, 2016-03-09 Many observers propose the exclusion of all religious related aspects from organizational life others promote a more tolerant approach of certain practices symbols and ceremonies and few commentators highlight the values diverse religious beliefs and experiences that employees could bring to the organization Arguments conclusions and recommendations are often contradictory and inconclusive due to the complexity and dividing nature of religion diversity In *Managing Religious Diversity in the Workplace* the editors present a selection of essays conceptual papers empirical studies and case studies about how religious diversity and spirituality are managed The book explores how firms address

organizational and managerial challenges deriving from the religion diverse backgrounds of their employees The different contributions discuss policies and practices how implicit and unmarked religious norms influence the managing of religious issues in organizations and what the benefits of a religion diverse workforce are It also includes contributions which address aspects of spirituality in the workplace and the role of legal frameworks and their influence on organizations and their policies and practices regarding religion diversity The perspectives and contributions include a wide range of disciplines by authors from leading academic institutions around the world

Knowledge Needs and Information Extraction Nicolas Turenne, 2013-02-05 This book presents a theory of consciousness which is unique and sustainable in nature based on physiological and cognitive linguistic principles controlled by a number of socio psycho economic factors In order to anchor this theory which draws upon various disciplines the author presents a number of different theories all of which have been abundantly studied by scientists from both a theoretical and experimental standpoint including models of social organization ego theories theories of the motivational system in psychology theories of the motivational system in neurosciences language modeling and computational modeling of motivation The theory presented in this book is based on the hypothesis that an individual's main activities are developed by self motivation managed as an informational need This is described in chapters covering self motivation on a day to day basis the notion of need the hypothesis and control of cognitive self motivation and a model of self motivation which associates language and physiology The subject of knowledge extraction is also covered including the impact of self motivation on written information non transversal and transversal text mining techniques and the fields of interest of text mining

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