

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:

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 présenter aussi bien les méthodes et concepts de base de l'analyse et de la fouille de données textuelles que des applications de recherche sous un angle à la fois pédagogique et méthodologique Le développement exponentiel des données textuelles et les possibilités de traitement automatisé de ces dernières offrent de nouvelles opportunités d'études et de recherche Les sciences de gestion interviennent par la vie de l'entreprise et de ses parties prenantes membres de l'entreprise consommateurs grand public doivent pouvoir se saisir de cette matière qualitative La tradition de l'étude quantitative des textes s'enrichit constamment elle peut être mobilisée au service des problématiques de gestion compréhension de l'individu au travail compréhension du consommateur compréhension de la communication de l'entreprise constituent autant de champs d'application illustrés 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 croiser les méthodes de collecte des données et les méthodes d'analyse des données synthétiser et rédiger les résultats **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 Karaş, 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

Regards sur la recherche en gestion Alain Spalanzani, 2008-01-01 Ce livre fournit des l
ments fondamentaux de la recherche actuelle confronte les r sultats de recherche des applications nouvelles et originales Les travaux sur le management strat gique relatifs la scientom trie proposent une structuration de ce champ de recherche Cet ouvrage tudie l histoire de l apparition du marketing les fondements de la GHE la mondialisation de la production explique le contenu des syst mes d information Les contributions sur la finance des march s et celle de l entreprise constituent une synth se profitable aux organisations

Méthodes de recherche en management - 5e éd. Raymond-Alain Thietart, 2025-01-15 Cet ouvrage a pour objectif de r pondre aux questions que se pose tout chercheur en gestion et en management que ce soit avant pendant ou apr s sa recherche La 5e dition enti rement renouvel e et mise jour s appuie sur les atouts qui ont fait de ce manuel l ouvrage francophone de r f rence en m thodologie de recherche en management crit par des chercheurs pour des chercheurs qu ils soient d butants ou chevronn s il couvre toutes les tapes de la recherche et apporte les outils d analyse les plus r cents Cette nouvelle dition s organise autour de quatre grandes parties Concevoir les questions en amont du travail de recherche connaissance produite probl matique test vs exploration contenu vs processus Mettre en oeuvre design chantillons mesures recueil de donn es validit fiabilit Analyser analyse causale longitudinale mod lisation classification comparaison r seaux discours simulation Diffuser la transmission du savoir Ouvrage labellis par la FNEGE Fondation Nationale pour l

Enseignement de la Gestion des Entreprises en 2015 Livres de France ,2007-05 Économies et sociétés ,1998

Études de marché Jean-Luc Giannelloni, Eric Vernet, 2019-12-12 Vritable référence ce manuel couvre l'ensemble du champ des études de marché. Il a été labellisé par la Fnege en 2017. Depuis sa première édition en 1995, cet ouvrage est devenu le manuel français de référence. Il présente la totalité du processus d'étude du projet au rapport, ainsi qu'un très vaste panel de méthodes qualitatives et quantitatives d'analyse de données. Ponctué par un test de connaissance, les différents chapitres mettent l'accent sur les concepts clés en s'appuyant sur de nombreux exemples et études de cas. La nouvelle édition propose des mises à jour sur les évolutions de la discipline, dont le digital, bases de données, focus groups, plateformes de co-création, observation digitalisée, panels, questionnaires administrés en ligne, etc., et de nouveaux exemples et études de cas. **JADT 2004** Gérald Purnelle, 2004. Que peut-on apprendre de la distribution des mots dans un texte ? Cette question traduit l'une des préoccupations centrales de la statistique textuelle : tirer de l'observation quantitative des mots l'observation de leur présence ou absence, co-occurrence ou répartition. Des enseignements permettant de mieux connaître le ou les textes qu'ils composent ou plus largement les langues auxquelles ils appartiennent. La statistique des données textuelles intresse donc des disciplines scientifiques variées qui prennent le texte comme objet d'étude : par exemple dans le cadre de l'analyse littéraire, de la stylistique, de l'analyse du discours, politique, de la linguistique, de corpus, de la classification de documents, de la recherche d'information ou encore de la fouille de texte ou text mining. Comme l'illustrent de nombreux articles de cet ouvrage, la statistique textuelle stimule par la croissance rapide du volume de textes accessibles sur support numérique : courrier électronique, chat, forum, Web, SMS, etc., offre également de puissants outils pour faire face aux nouveaux besoins et défis de la société de l'information. Les Journées internationales d'analyse des données textuelles (JADT) permettent des chercheurs travaillant dans les différents domaines concernés par les traitements automatiques et statistiques de données textuelles de se rencontrer tous les deux ans afin de confronter leurs expériences. Après les rencontres de Barcelone 1990, Montpellier 1993, Rome 1995, Nice 1998, Lausanne 2000 et St Malo 2002, les JADT 2004 de Louvain-la-Neuve ont réuni du 10 au 12 mars 2004 statisticiens, linguistes, sociologues, spécialistes d'analyse du discours, informaticiens, spécialistes de lexicographie et d'explorations de données textuelles. *Digitised Newspapers - A New Eldorado for Historians?* Estelle Bunout, Maud Ehrmann, Frédéric Clavert, 2022-12-31. The application of digital technologies to historical newspapers has changed the research landscape: historians were used to an Eldorado. Despite undeniable advantages, the new digital affordance of historical newspapers also transforms research practices and confronts historians with new challenges. Drawing on a growing community of practices, the *impresso* project invited scholars experienced with digitised newspaper collections with the aim of encouraging a discussion on heuristics, source criticism and interpretation of digitized newspapers. This volume provides a snapshot of current research on the subject and offers three perspectives: how digitisation is transforming access to and exploration of historical newspaper collections; how automatic content processing allows for the creation of new layers of

information and finally what analyses this enhanced material opens up

impresso Media Monitoring of the Past is an interdisciplinary research project that applies text mining tools to digitised historical newspapers and integrates the resulting data into historical research workflows by means of a newly developed user interface The question of how best to adapt text mining tools and their use by humanities researchers is at the heart of the impresso enterprise *French theories on text and discourse* Driss Ablali, Guy Achard-Bayle, 2023-01-30 It could be alleged that present day French linguistics is characterized by a specific connection between the epistemology of text and that of discourse The contributions gathered in this volume aim to reconsider this link or dichotomy in light of the latest research developments They are organized in three parts the first explores the text discourse connection while the second and third tackle the epistemologies of text and discourse **Livres hebdo**, 2007 Le travail social et la nouvelle gestion publique Céline Bellot, Maryse Bresson, Christian Jetté, 2013-12-04T00:00:00-05:00 Le tournant gestionnaire imposé par la crise de l'état providence et la gouvernance n'olibérale n'est plus de montrer De partout les politiques sociales et les services sociaux sont modulés par les mots d'ordre de la nouvelle gestion publique responsabilisation performance rentabilité Plus qu'un nouveau vocabulaire ce nouveau cadre de pensée et d'action induit des transformations profondes des mécanismes de protection et de régulation sociales Comment le travail social se positionne-t-il dans ce contexte qui n'est pas exempt d'ambiguïtés et même de contradictions sur les plans social et politique Quels sens donner au soutien des populations vulnérables dans le cadre d'une performance objective et quantifiable Quelles innovations ont émergé Cet ouvrage rend compte, à partir des regards croisés de chercheurs d'Europe comme du Québec, des enjeux et des défis du travail social au regard de la nouvelle gestion publique et surtout de la diversité et de la complexité de ceux-ci Il y est non seulement question de la modification des politiques et des cadres de l'intervention sociale mais aussi des mutations des pratiques des travailleurs sociaux ainsi que des effets sur la formation et sur l'identité professionnelle L'étendue des réflexions proposées dans l'ouvrage alimentera certainement les débats sur le devenir du travail social

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