URN etd-0407109-183712-924
Author Li-Chieh Hsu
Author's Email Address No Public.
Statistics This thesis had been viewed 60 times. Download 20 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study of Customer Value-Orientation and Negotiation
Date of Defense 0000-00-00
Page Count 111
Keyword
Customers Orientation
Values-focused Thinking
Negotiation
Interactive Evolutionary Computation

Abstract
The current economy is combination of the old and new economy; it is so called “Next Economy”. From the point of view of marketing, commerce is evolving due to the change of the environment. That is, with the market-driven business, most of the enterprises in the old economy manufacture a large number of products trying to attract the customers; however, in Next Economy, the customers-oriented business is emerging and becoming a hot issue. No matter how the environment changes, buyers and sellers must negotiate in order to create their own values in the business trade. Therefore, this thesis includes the issue of negotiation based on the concept of the customer orientation, in which buyers can customize the products they want, and on the other hand, sellers can recommend and negotiate these products with a selling policy.
In this research, we first investigate the decision model with which customers can find their personal values or preferences, and then use the generated utility function to negotiate with sellers. The decision model is a VFT (Values-focused Thinking) model which includes IEC (Interactive Evolutionary Computation) with customer’s values to progressively create the products that satisfy the buyer. In our experiments, through this customer-oriented decision model, customers can find the recommended mobile phones they expect, and then, based on a selling policy, sellers can negotiate with buyers to promote these mobile phones, so as to have a win-win result for both sides. The experiments also show that, for our case, the VFT decision model is indeed better than the other model, AFT (Alternative-focused Thinking).
Advisory Committee Chao-Fu Hong - advisor

Ping-Wen Chen - advisor

Files etd-0407109-183712-924-002.pdf

indicate access worldwide
Date of Submission 0000-00-00