

**PREZENTACIJA OSNOVNIH
RESURSA BIBLIOTEKE I
DOSTUPNIH BAZA PODATAKA**

**UPOTREBA SOFTVERA U
KREIRANJU PREGLEDA
LITERATURE**

DR SUNČICA VUKOVIĆ

SUNCICA@UCG.AC.ME

PRETRAŽIVANJE LITERATURE - PROCES

1. PRETRAŽIVAČI (SEARCH ENGINES) I BAZE
PODATAKA
2. PRE-PRINTS I REPOZITORIJUMI PODATAKA
3. POVEZANI RADOVI I KLJUČNI AUTORI

GOOGLE SCHOLAR



My profile



My library



Google Scholar

Articles Case law

New! Supercharge your PDF reading: Follow references, skim outline, jump to figures

Recommended articles



☆ The effect of government-public relationships on residents' support in mega sport events: a moderating effect of government crisis response
S Kim, AE Manoli, DY Pyun
Leisure Studies - 10 days ago [PDF](#)

☆ Measuring the patronage intentions among football fans: the role of corporate social responsibility, brand credibility and brand equity
H Mansouri, A Rasae Rad, RH Tsotsou, M Md Husin
International Journal of Sports Marketing and Sponso... - 15 days ago



Any time

Since 2024

Since 2023

Since 2020

Custom range...

Sort by relevance

Sort by date

Any type

Review articles

include patents

include citations

Create alert

[Developing digital transformation strategy for manufacturing](#)

[S Albukhitan](#) - Procedia computer science, 2020 - Elsevier

... manufacturing industries, but how such a **strategy** can be developed remains an open question... a **digital transformation strategy** that including a different aspect of the **strategy** tailored to ...

☆ Save 📄 Cite Cited by 258 Related articles

[PDF] sciencedirect.com

**KOMPLETAN RAD DOSTUPAN
(OPEN ACCESS)**

[Digital transformation strategies](#)

[C Matt, T Hess, A Benlian](#) - Business & information systems engineering, 2015 - Springer

... An important approach is to formulate a **digital transformation strategy** that serves as a central concept to integrate the entire coordination, prioritization, and implementation of **digital** ...

☆ Save 📄 Cite Cited by 3598 Related articles All 18 versions

[PDF] unibe.ch

[PDF] [Mastering digital transformation: the path of a financial services provider towards a digital transformation strategy](#)

[S Chantias](#) - 2017 - core.ac.uk

... governance, and measures to increase the share of deliberate **strategy** ... on **digital transformation**, IS **strategy**, and IS strategizing. Keywords: **Digital Transformation Strategy, Strategy** ...

☆ Save 📄 Cite Cited by 117 Related articles All 4 versions

[PDF] core.ac.uk

[Digital transformation strategy making in pre-digital organizations: The case of a financial services provider](#)

[S Chantias, MD Myers, T Hess](#) - The Journal of Strategic Information ..., 2019 - Elsevier

... and implementation of a **digital transformation strategy** (DTS) has become a key concern for many pre-**digital** organizations across traditional industries, but how such a **strategy** can be ...

☆ Save 📄 Cite Cited by 844 Related articles All 5 versions



**DOSTUPAN SAMO APSTRAKT
(SUBSCRIPTION-BASED)**

Related searches

digital transformation strategy

digital transformation strategy **financial**

GOOGLE SCHOLAR



Any time

Since 2024

Since 2023

Since 2020

Custom range...

Sort by relevance

Sort by date

Any type

Review articles

include patents

include citations

Create alert

Developing digital transformation strategy for manufacturing

[PDF] sciencedirect.com

[S Albukhitan](#) - Procedia computer science

... manufacturing industries, but how

question... a digital transformation

☆ Save [Cite](#) Cited by 258

Digital transformation strategy

[C Matt](#), [T Hess](#), [A Benlian](#) - Business

... An important approach is to form

central concept to integrate the entire

☆ Save [Cite](#) Cited by 3598

[PDF] Mastering digital transformation towards a digital transformation

[S Chanias](#) - 2017 - core.ac.uk

... governance, and measures to inc

transformation, IS strategy, and IS

☆ Save [Cite](#) Cited by 117

Digital transformation strategy of a financial services provider

[S Chanias](#), [MD Myers](#), [T Hess](#) - The

... and implementation of a digital transformation strategy (DTS) has become a key concern

for many pre-digital organizations across traditional industries, but how such a strategy can be ...

☆ Save [Cite](#) Cited by 844

× Cite

MLA	Albukhitan, Saeed. "Developing digital transformation strategy for manufacturing." <i>Procedia computer science</i> 170 (2020): 664-671.
APA	Albukhitan, S. (2020). Developing digital transformation strategy for manufacturing. <i>Procedia computer science</i> , 170, 664-671.
Chicago	Albukhitan, Saeed. "Developing digital transformation strategy for manufacturing." <i>Procedia computer science</i> 170 (2020): 664-671.
Harvard	Albukhitan, S., 2020. Developing digital transformation strategy for manufacturing. <i>Procedia computer science</i> , 170, pp.664-671.
Vancouver	Albukhitan S. Developing digital transformation strategy for manufacturing. <i>Procedia computer science</i> . 2020 Jan 1;170:664-71.

[BibTeX](#) [EndNote](#) [RefMan](#) [RefWorks](#)

unibe.ch

core.ac.uk



Related searches


digital transformation strategy


digital transformation strategy financial

DIRECTORY OF OPEN ACCESS JOURNALS



SUPPORT  


APPLY 

SEARCH 

DIRECTORY OF OPEN ACCESS JOURNALS

Find open access journals & articles.

Journals Articles

<input type="text"/>	In all fields 	SEARCH
----------------------	---	--------

80
LANGUAGES

134
COUNTRIES
REPRESENTED

13,635
JOURNALS
WITHOUT FEES

20,439
JOURNALS

10,017,004
ARTICLE RECORDS



Access provided by Univerzitet Crne Gore, Ekonomski fakultet



All Content

Images

Register

Log in

digital transformation



Advanced Search

Workspace

Browse

Refine Results

ACCESS TYPE

Everything

See all results, including content you cannot download or read online

Content I can access

SEARCH WITHIN RESULTS



CONTENT TYPE

Academic content:

Journals (2,100)

Book Chapters (4,120)

Research Reports (2,915)

Primary source content:

18,794 results

[Search help](#)

Sort by: Relevance

BOOK CHAPTER

The Digital Transformation of the Political Public Sphere: a Sociological Perspective (pp. 99-117)

[Bernard Enjolras](#), [Kari Steen-Johnsen](#)

From: *Institutional Change in the Public Sphere: Views on the Nordic Model*, [De Gruyter](#) (2017)

Edition: 1

OPEN ACCESS

...Steen-Johnsen 5 The **Digital Transformation** of the Political Public Sphere: a Sociological Perspective If the idea of the public sphere is central to the modern conception

RESEARCH REPORT

Leveraging the Digital Transformation for Development: A Global South Strategy for the Data-driven Econo

[Dan Ciuriak](#), [Maria Ptashkina](#)

[Centre for International Governance Innovation](#) (Apr. 1, 2019)

An official website of the United States government [Here's how you know](#)



About Science.gov Open Science & Public Access Scientific Integrity

digital transformation

Search Advanced Search

Help Sign In

Search Summary

1374 top results from 147592 found in all sources

Search: digital transformation

303 additional results found.

[Create new alert from this search](#)

(0)

39 of 50 sources complete

Topics Visual

Text (803)

Date Range Picker

Clusters

Sort by: # of Results

Refine by:

- Topics
 - Image (78)
 - NASA (76)
 - Digital Techn... (51)
 - Data Set (44)
 - Cancer (40)
 - More...
- Authors
 - Terry R. Hill (5)

Text (803) Public Access (261) Data (1) Multimedia (6)

Results 1 - 20 of 803 Sort by: Rank Limit to: All Collections (803) <<< < 1 2 3 4 5 > >>>

- https://csrc.nist.gov/CSRC/media/Events/FISSEA-32nd-Annual-Conference/documents/Track_3/Human%20Factor%20is%20Critical%20to%20Digital%20Transformation%20Success_Tony%20Rudolf_Markus%20Darby.pdf
★★★★★
National Institute of Standards and Technology Data Gateway
- [Enterprise Digital Transformation](#)
★★★★★
NASA Technical Reports Server (NTRS)
Jill Marlowe
2024-02-07
NASA Digital Transformation
- [Enabling the Digital Transformation in Education: Looking through a "SELFIES" Lens. JRC Conference and Workshop Report](#)
★★★★★
ERIC Educational Resources Information Center
Nikoleta Giannoutsou
2024 European Commission

Showing 1–22 of 22 results for all: digital transformation

[Search v0.5.6 released 2020-02-24](#)

Searching in archive **econ**. [Search in all archives.](#)

digital transformation

All fields



Show abstracts Hide abstracts

[Advanced Search](#)

50 results per page. Sort results by

1. [arXiv:2403.01360](#) [pdf]

"Digitwashing": The Gap between Words and Deeds in **Digital Transformation** and Stock Price Crash Risk

Authors: [Shutter Zor](#)

Abstract: The contrast between companies' "fleshy" promises and the "skeletal" performance in **digital**... [v More](#)

Submitted 2 March, 2024; originally announced March 2024.

Comments: 34 pages, 4 figures, 8 tables

2. [arXiv:2311.18351](#) [pdf]

Does ESG and **Digital Transformation** affects Corporate Sustainability? The Moderating role of Green Innovation

Authors: [Chenglin Qing](#), [Shanyue Jin](#)

Abstract: Recently, environmental, social, and governance (ESG) has become an important factor in companies' sustainable

ONLINE LIBRARY OF OPEN ACCESS BOOKS¹⁸



Newsletter

Deposit

For Librarians

For Publishers

For Researchers

For Funders

Resources

OAPEN

OAPEN

Search OAPEN Library

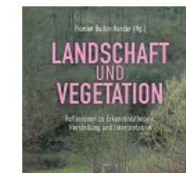
Search

Online library of open access books

Browse by: [Subject](#) • [Publisher](#) • [Language](#) • [Collections](#)

OAPEN promotes and supports the transition to open access for academic books by providing open infrastructure services to stakeholders in scholarly communication. We work with publishers to build a quality-controlled collection of open access books and provide services for publishers, libraries, and research funders in the areas of hosting, deposit, quality assurance, dissemination, and digital preservation.

NEW ADDITIONS



COBISS CG - BIBLIOTEKA

11

crnogorski црногорски English

 **COBISS** .CG

ČITAOCI | AUTORI / ISTRAŽIVAČI | BIBLIOTEKARI | O COBISS-U | COBISS.net

 potraži knjigu, časopis, DVD ... **TRAŽI**



COBISS+ (pretraživanje građe)



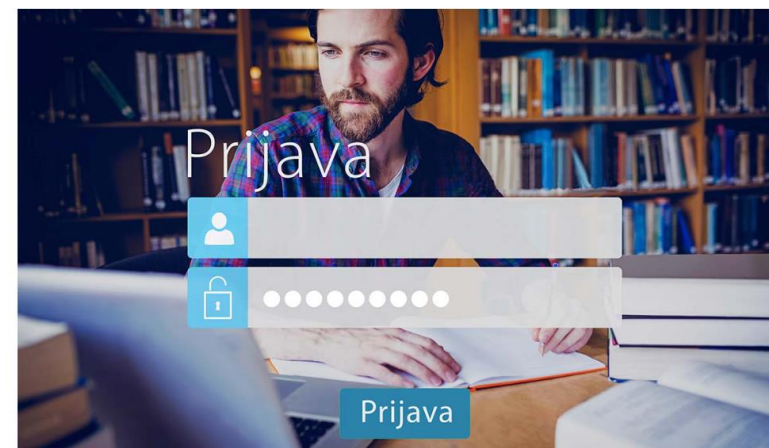
Moj COBISS profil (Moja biblioteka)



Biblioteke u Crnoj Gori na jednom mjestu. Pretraživanje i rezervacija građe u zajedničkom katalogu biblioteka u Crnoj Gori i u katalogima pojedinačnih biblioteka.

[Osnovno pretraživanje](#) | [Izorno pretraživanje](#)

mCOBISS



Moj COBISS profil: pregled pozajmljene građe, produženje roka pozajmice, otkazivanje rezervacije, Moja polica, istorija pozajmica, e-obavještanje...

KORISNI LINKOVI ZA PRETRAGU LITERATURE

- <https://scholar.google.com/>
- <https://doaj.org/>
- <https://www.jstor.org/>
- <https://www.science.gov/>
- <https://arxiv.org/>
- <https://oopen.org/>
- <https://cg.cobiss.net/>

Explore connected papers in a visual graph

To start, enter a paper identifier

Search by keywords, paper title, DOI or another identifier

Build a graph

You can try:



Paper DOI



arXiv
Paper URL



Paper Title



Semantic Scholar
Paper URL



PubMed
Paper URL

Digital Transformation: An Overview of the Current State of the Art of Research

Prior works Derivative works List view Filters More

Origin paper

Digital Transformation: An Overview of the Current State of the Art of Research

S. Kraus, Paul Jones, Norbert Kailer, Alexandr...2021

An overview of the current state of research on digital transformation / Author Alexandr...

Alexandra Weinmann 2019

Digital transformation in business and management research: An overview of the...

S. Kraus, S. Durst, J. Ferreira, P. Veiga, Norber...2022

Digital transformation: A multidisciplinary reflection and research agenda

P. Verhoef, Thijs L. J. Broekhuizen, Yakov Bar... 2021

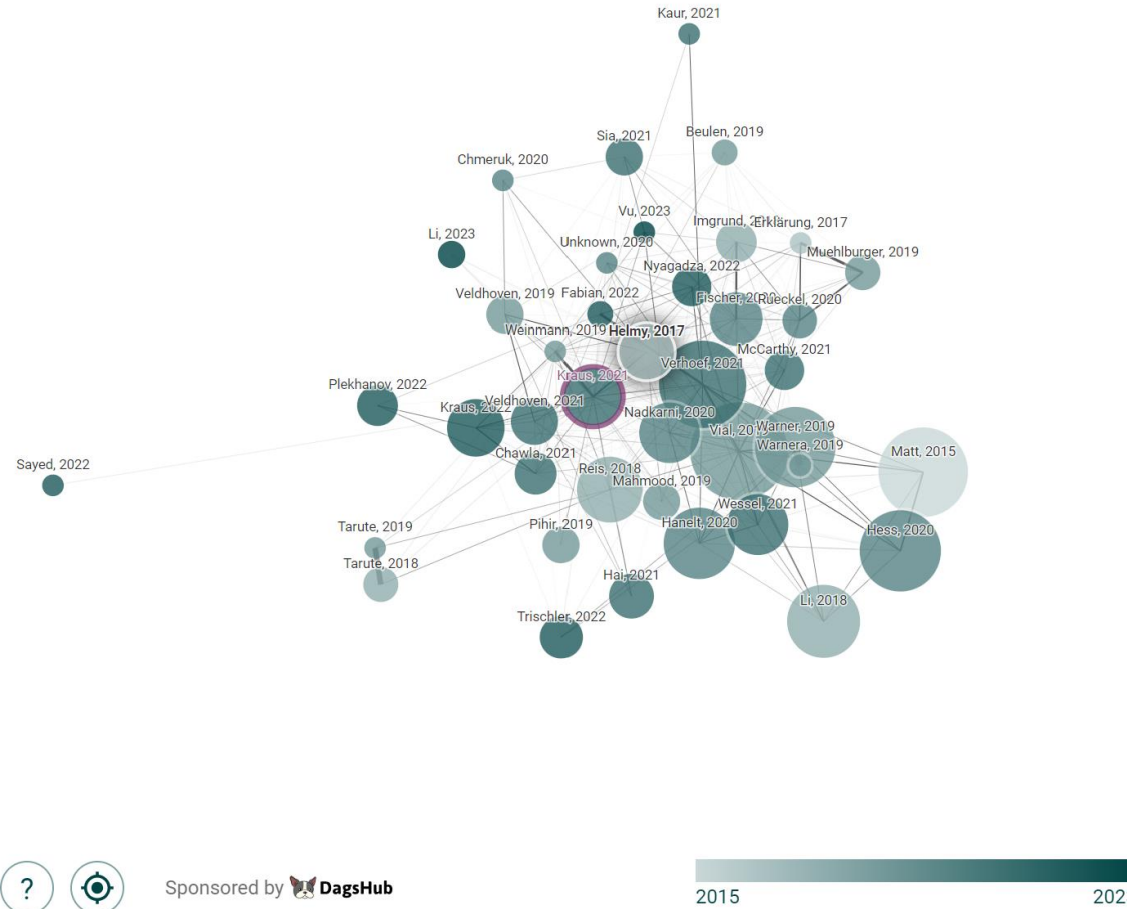
Strategy archetypes for digital transformation: Defining meta objectives...

Marcus Fischer, Florian Imgrund, Christian... 2020

Digital transformation: a review, synthesis and opportunities for future research

S. Nadkarni, Reinhard Prügl 2020

Digital Transformation: A Literature Review and Guidelines for Future Research



Digital Business Transformation and Strategy: What do we know so far?

Mariam Helmy, I. Abdelaal, Mohamed Zaki

2017

166 Citations

Save

Open in:

Open graph + Add origin

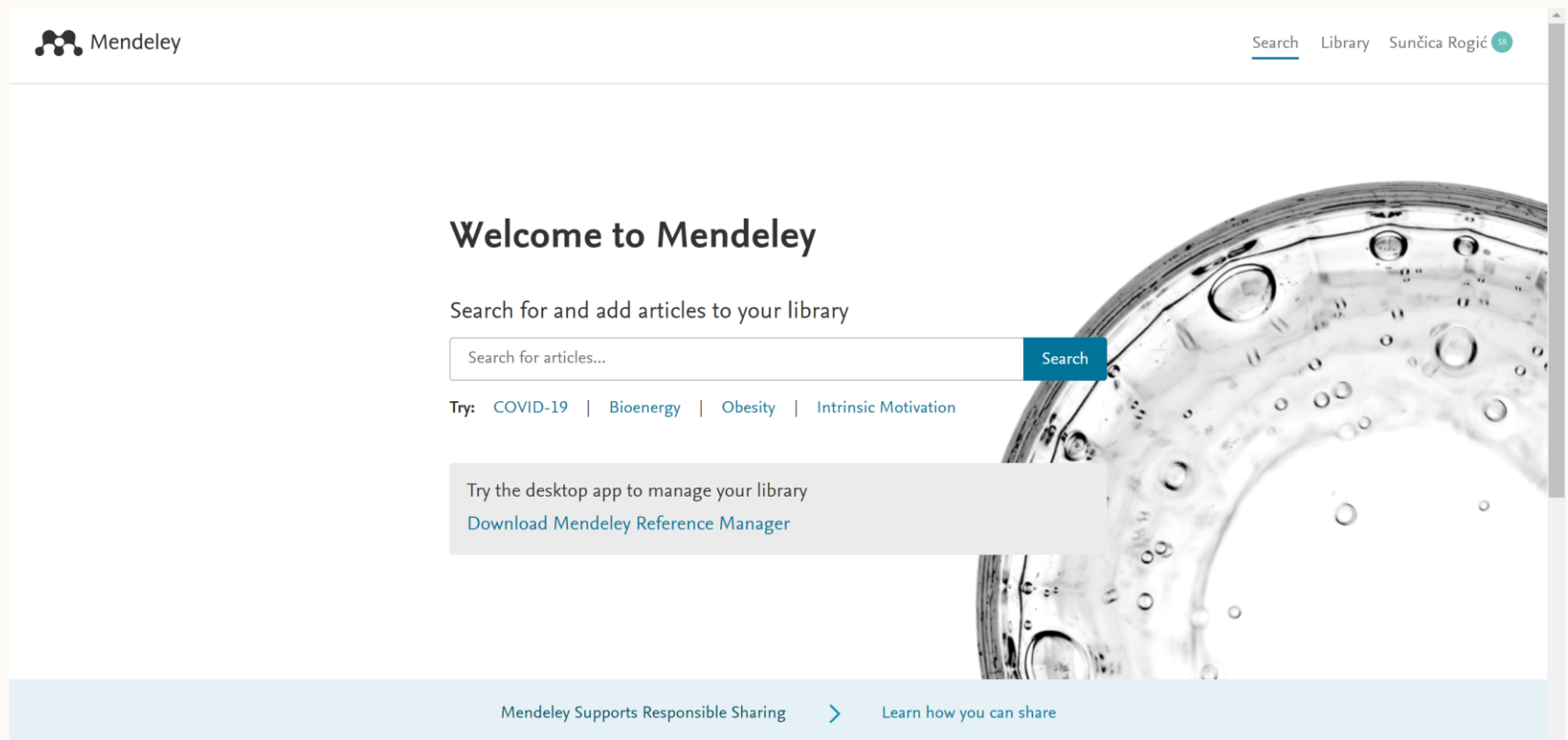
While many companies are experimenting with digital transformation, recent studies of success stories have shown that the enhanced competitive positioning of successful firms does not depend solely on the technologies they adopt, but, more importantly, builds on the strategies that their leaders deploy. Nonetheless, there is still a wide gap between executives' intentions and the realization of successful digital transformation initiatives and the consequent need to demonstrate the embedded strategic considerations. To help managers through the formulation and implementation of their firms' digital



MENDELEY REFERENCE MANAGER

15

[HTTPS://WWW.MENDELEY.COM/](https://www.mendeley.com/)



The screenshot shows the Mendeley website homepage. At the top left is the Mendeley logo and name. At the top right are navigation links for 'Search', 'Library', and a user profile 'Sunčica Rogić' with a notification icon. The main content area features a large heading 'Welcome to Mendeley' followed by the text 'Search for and add articles to your library'. Below this is a search bar with the placeholder text 'Search for articles...' and a blue 'Search' button. Underneath the search bar are suggested search terms: 'Try: COVID-19 | Bioenergy | Obesity | Intrinsic Motivation'. A grey box contains the text 'Try the desktop app to manage your library' and a link 'Download Mendeley Reference Manager'. The background of the page features a large, detailed image of a microscope lens. At the bottom, there is a light blue footer with the text 'Mendeley Supports Responsible Sharing' and a right-pointing arrow, followed by the link 'Learn how you can share'.

Mendeley

Search Library Sunčica Rogić

Welcome to Mendeley

Search for and add articles to your library

Search for articles... Search

Try: COVID-19 | Bioenergy | Obesity | Intrinsic Motivation

Try the desktop app to manage your library
[Download Mendeley Reference Manager](#)

Mendeley Supports Responsible Sharing > [Learn how you can share](#)



MENDELEY

+Add new

- All References
- Recently Added
- Recently Read
- Favorites
- My Publications
- Unsorted
- Duplicates
- Trash

COLLECTIONS

- Association rules
- COMSIS
- customer segmentation
- Data mining unsorted
- DR citirano
- Energy Milena
- Lovcen reference
- Lovcen SVR
- Lugano
- Maribor MICEB
- Marketing
- REDETE23

All References Search Filters

<input type="checkbox"/>	AUTHORS	YEAR	TITLE
<input type="checkbox"/>	Stojanovic B, Kostic Z	2018	Convergence Challenges in Digital Business I
<input type="checkbox"/>	Manufacturer T	2018	It is demonstrated that using big data, changi
<input type="checkbox"/>	Li Z	2011	Research on customer segmentation in retaili
<input type="checkbox"/>	Strzelecki A, Furmankie...	2016	The use of management dashboard in monito
<input type="checkbox"/>	Shang L	2021	Research on using big data marketing to p
<input type="checkbox"/>	Zhu G, Gao X	2019	The Digital Sales Transformation Fe
<input type="checkbox"/>	Majovski I, Janevski Z, ...	2018	Digital Skills Readiness of Sel Western E
<input type="checkbox"/>	Iacobucci D, Petrescu ...	2019	The state of marketing es in research a
<input type="checkbox"/>	Steinholtz O	2018	A Comparative S Black-box Optimizati
<input type="checkbox"/>	Korstanje J	2020	GridSearch: the ultimate Machine Learning T
<input type="checkbox"/>	Tharwat A	2019	Parameter investigation of support vector ma
<input type="checkbox"/>	Zahedi L, Mohammadi ...	2021	Search Algorithms for Automated Hyper-Para
<input type="checkbox"/>	Liashchynskiy P, Liashc...	2019	Grid Search, Random Search, Genetic Algorit
<input type="checkbox"/>	Lameski P, Zdravevski ...	2015	SVM parameter tuning with grid search and it
<input type="checkbox"/>	Kohavi R	1995	A Study of Cross-Validation and Bootstrap for

Nakon importovanja radova, obavezno provjeriti da li su detalji tačno upisani

Info Annotations Notebook

JOURNAL ARTICLE

The Digital Sales Transformation Featured by Precise Retail Marketing Strategy

Zhu G, Gao X

Expert Journal of Marketing, (2019), 72-76, 7(1)

Add additional information

[Read](#)

ABSTRACT










In the context of digital marketing mode, the traditional retail industry encounters unprecedented impact and competitive edges of traditional marketing are disappearing. This paper comprehensively explores and analyzes retail precision marketing strategies based on the digital marketing model. Firstly, the predicament faced by the traditional retail industry from the aspects of commodity and consumer, sales technology and sales thinking is analyzed. Secondly, the strategic implementation of precision marketing in retail industry is presented. Finally, cases... [Read more](#)

COLLECTIONS

Lugano

TAGS (+)

No tags assigned

-  [+ Add new](#)
-  All References
-  Recently Added
-  Recently Read
-  Favorites
-  My Publications
-  Unsorted
-  Duplicates
-  Trash
- COLLECTIONS**
- Association rules
- COMSIS
- customer segmentation
- Data mining unsorted
- DR citirano
- Energy Milena
- Lovcen reference
- Lovcen SVR
- Lugano
- Maribor MICEB
- Marketing
- REDETE23

Add entry manually

Identifiers (ArXivID, DOI or PMID)

Enter identifiers and look up for metadata.

Reference Type

Journal Article

Title

Authors

Please enter author names as 'last name, first name' (e.g. 'Smith, Jane').

[+ Add another author](#)

Journal

Year

Pages

from — to

[Add entry](#) [Cancel](#)

Search

Filters

Info

Annotations

Notebook

JOURNAL ARTICLE

The Digital Sales Transformation Featured by Precise Retail Marketing Strategy

Zhu G, Gao X

Expert Journal of Marketing, (2019), 72-76, 7(1)

Add additional information

[Read](#)

ABSTRACT

In the context of digital marketing mode, the traditional retail

U slučaju da ne posjedujete elektronsku verziju rada/knjige koju treba da citirate, kao i kada treba da navedete Internet izvor, onda koristite „manual entry“ da manuelno upišete detalje i sačuvate referencu u bazi.

Lugano

TAGS

No tags assigned

File Home Insert Draw Design Layout **References** Mailings Review View Developer Help

Comments Editing Share

Table of Contents Add Text Update Table Insert Endnote Next Footnote Show Notes Search Researcher Insert Citation Bibliography Manage Sources Style: APA Insert Table of Figures Update Table Cross-reference Mark Entry Update Index Table of Authorities Insights Mendeley Cite

... This paper comprehensively explores and analyzes retail precision marketing strategies based on the digital marketing model.

Mendeley Cite

References Citation Settings

All References

zhu gao

The Digital Sales Transformation Featured by Precise Retail Marketing Strategy
Zhu G, Gao X
Expert Journal of Marketing (2019) 7(1) 72-76
[Insert citation](#)

... This paper comprehensively explores and analyzes retail precision marketing strategies based on the digital marketing model (Zhu & Gao, 2019).

Mendeley Cite

References Citation Settings

All References

zhu gao

The Digital Sales Transformation Featured by Precise Retail Marketing Strategy
Zhu G, Gao X
Expert Journal of Marketing (2019) 7(1) 72-76
[Insert citation](#) Cited

ZOTERO

(Alternativa Mendeley RM)

<https://www.zotero.org/>

Your personal research assistant

Zotero is a free, easy-to-use tool to help you collect, organize, annotate, cite, and share research.

Download

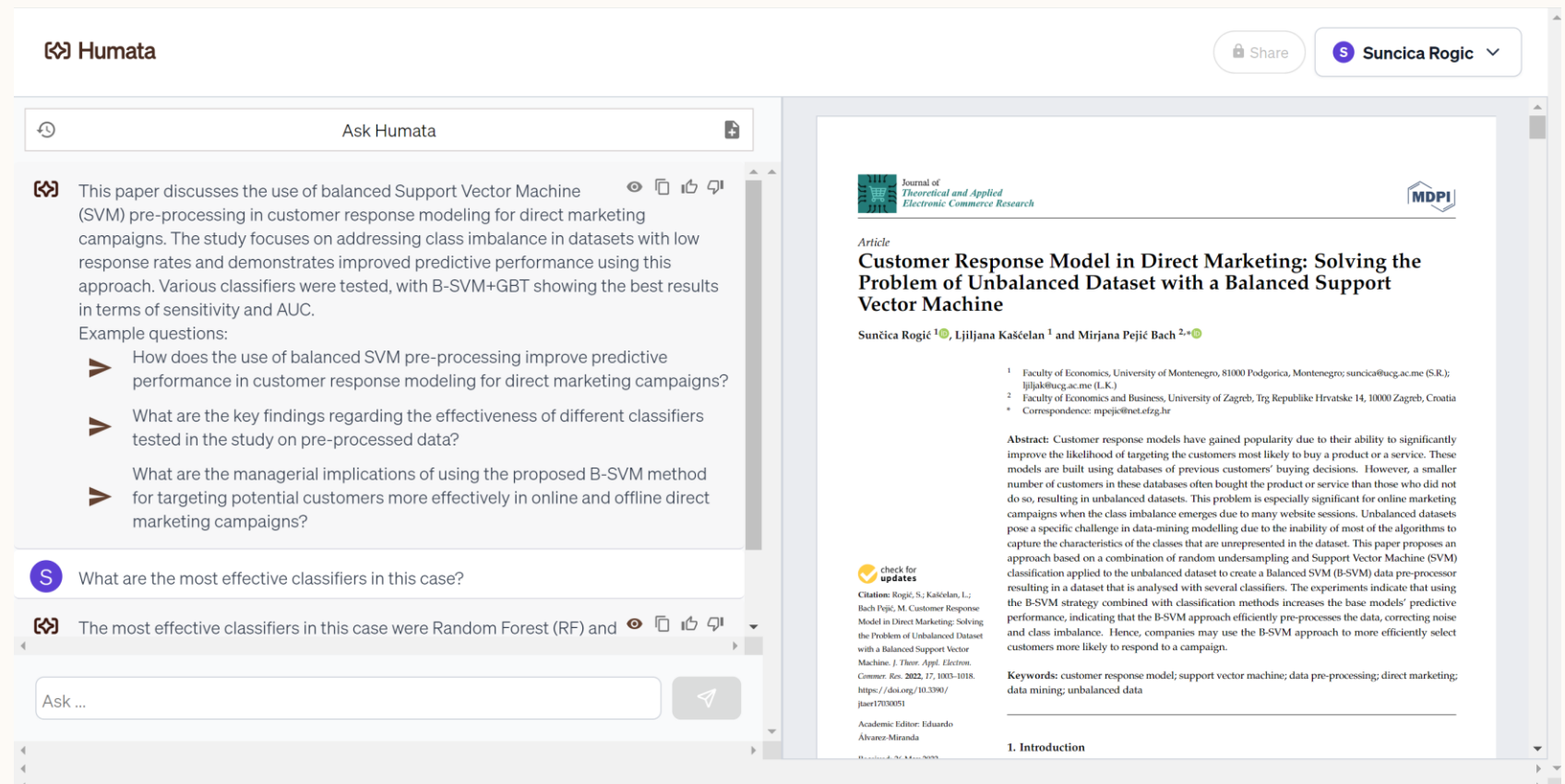
Available for Mac, Windows, Linux, and iOS

Just need to create a quick bibliography? Try ZoteroBib.



RAZUMIJEVANJE NAUČNIH RADOVA – ALATI ZASNOVANI NA AI

HUMATA - <https://app.humata.ai/>



The screenshot displays the Humata AI application interface. At the top, the Humata logo is visible on the left, and a 'Share' button and the user's name 'Suncica Rogic' are on the right. The main chat area is titled 'Ask Humata' and contains a conversation. The user's question asks about the most effective classifiers in a specific case. Humata's response provides a detailed summary of a research paper, including its title, authors, and abstract. The paper is titled 'Customer Response Model in Direct Marketing: Solving the Problem of Unbalanced Dataset with a Balanced Support Vector Machine' and is published in the 'Journal of Theoretical and Applied Electronic Commerce Research'. The abstract discusses the challenges of unbalanced datasets in customer response modeling and the effectiveness of a balanced SVM approach. The interface also includes a search bar at the bottom and a 'Check for updates' button.

Humata

Share Suncica Rogic

Ask Humata

This paper discusses the use of balanced Support Vector Machine (SVM) pre-processing in customer response modeling for direct marketing campaigns. The study focuses on addressing class imbalance in datasets with low response rates and demonstrates improved predictive performance using this approach. Various classifiers were tested, with B-SVM+GBT showing the best results in terms of sensitivity and AUC.

Example questions:

- How does the use of balanced SVM pre-processing improve predictive performance in customer response modeling for direct marketing campaigns?
- What are the key findings regarding the effectiveness of different classifiers tested in the study on pre-processed data?
- What are the managerial implications of using the proposed B-SVM method for targeting potential customers more effectively in online and offline direct marketing campaigns?

What are the most effective classifiers in this case?

The most effective classifiers in this case were Random Forest (RF) and

Ask ...

Journal of Theoretical and Applied Electronic Commerce Research MDPI

Article

Customer Response Model in Direct Marketing: Solving the Problem of Unbalanced Dataset with a Balanced Support Vector Machine

Suncica Rogić¹, Ljiljana Kaščelan¹ and Mirjana Pejić Bach^{2,*}

¹ Faculty of Economics, University of Montenegro, 81000 Podgorica, Montenegro; suncica@ueg.ac.me (S.R.); ljiljak@ueg.ac.me (L.K.)
² Faculty of Economics and Business, University of Zagreb, Trg Republike Hrvatske 14, 10000 Zagreb, Croatia
* Correspondence: mpejic@net.etzg.hr

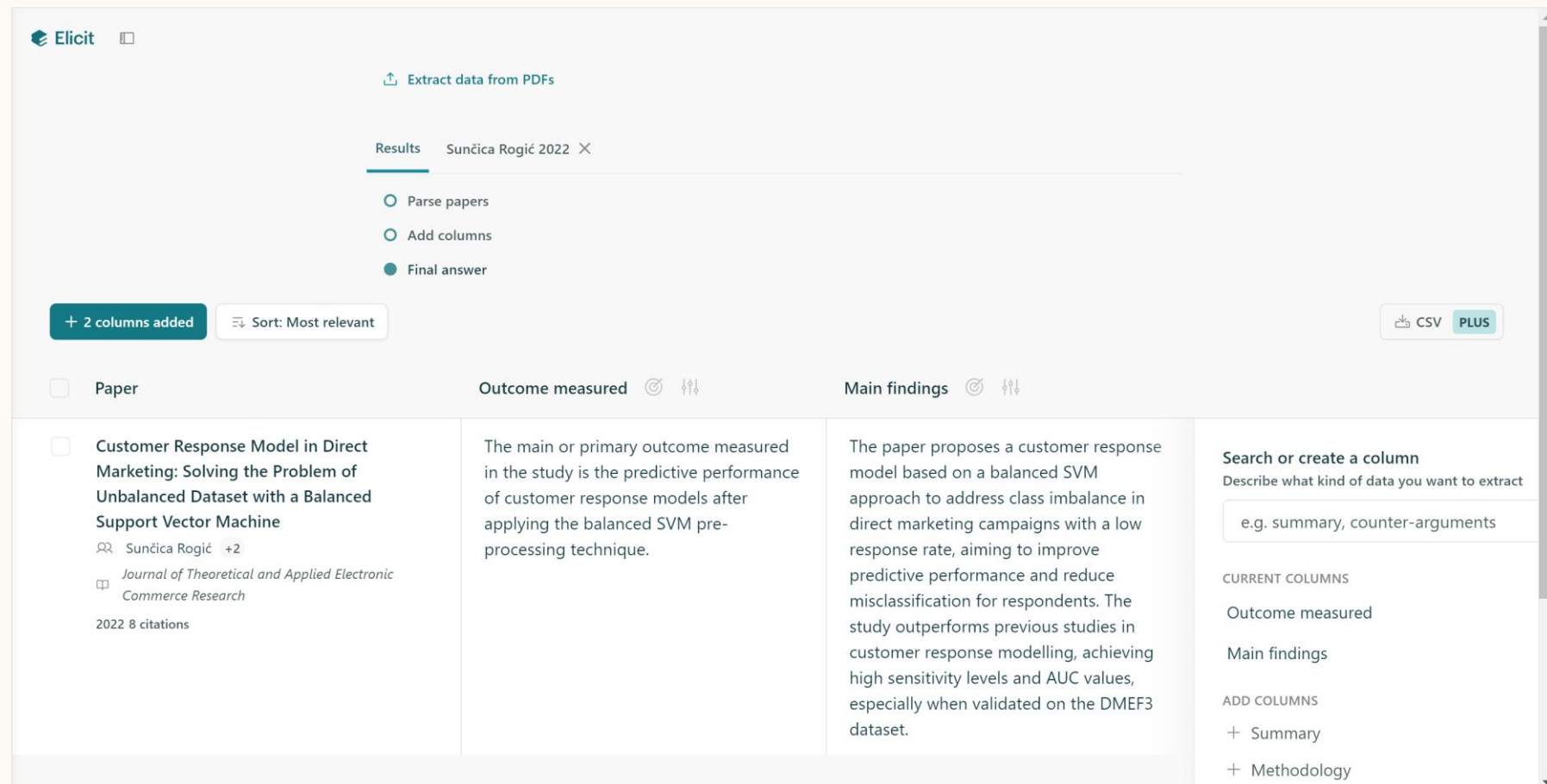
Abstract: Customer response models have gained popularity due to their ability to significantly improve the likelihood of targeting the customers most likely to buy a product or a service. These models are built using databases of previous customers' buying decisions. However, a smaller number of customers in these databases often bought the product or service than those who did not do so, resulting in unbalanced datasets. This problem is especially significant for online marketing campaigns when the class imbalance emerges due to many website sessions. Unbalanced datasets pose a specific challenge in data-mining modelling due to the inability of most of the algorithms to capture the characteristics of the classes that are unrepresented in the dataset. This paper proposes an approach based on a combination of random undersampling and Support Vector Machine (SVM) classification applied to the unbalanced dataset to create a Balanced SVM (B-SVM) data pre-processor resulting in a dataset that is analysed with several classifiers. The experiments indicate that using the B-SVM strategy combined with classification methods increases the base models' predictive performance, indicating that the B-SVM approach efficiently pre-processes the data, correcting noise and class imbalance. Hence, companies may use the B-SVM approach to more efficiently select customers more likely to respond to a campaign.

Keywords: customer response model; support vector machine; data pre-processing; direct marketing; data mining; unbalanced data

1. Introduction

RAZUMIJEVANJE NAUČNIH RADOVA – ALATI ZASNOVANI NA AI

[ELICIT - https://elicit.com/](https://elicit.com/)



The screenshot displays the Elicit AI interface. At the top, there is a navigation bar with the Elicit logo and a search icon. Below the navigation bar, there is a section for "Extract data from PDFs" with a "Results" tab selected. The results are for a paper titled "Sunčica Rogić 2022". The interface shows three steps: "Parse papers", "Add columns", and "Final answer", with "Final answer" being the active step. There are buttons for "+ 2 columns added" and "Sort: Most relevant". On the right, there is a "CSV PLUS" button. The main content area shows a table with columns for "Paper", "Outcome measured", and "Main findings". The "Paper" column contains the title "Customer Response Model in Direct Marketing: Solving the Problem of Unbalanced Dataset with a Balanced Support Vector Machine", the author "Sunčica Rogić +2", the journal "Journal of Theoretical and Applied Electronic Commerce Research", and "2022 8 citations". The "Outcome measured" column contains the text "The main or primary outcome measured in the study is the predictive performance of customer response models after applying the balanced SVM pre-processing technique." The "Main findings" column contains the text "The paper proposes a customer response model based on a balanced SVM approach to address class imbalance in direct marketing campaigns with a low response rate, aiming to improve predictive performance and reduce misclassification for respondents. The study outperforms previous studies in customer response modelling, achieving high sensitivity levels and AUC values, especially when validated on the DMEF3 dataset." On the right side, there is a "Search or create a column" section with a text input field containing "e.g. summary, counter-arguments". Below this, there is a "CURRENT COLUMNS" section with "Outcome measured" and "Main findings" listed. At the bottom, there is an "ADD COLUMNS" section with "+ Summary" and "+ Methodology" listed.

Elicit

Extract data from PDFs

Results Sunčica Rogić 2022 X

Parse papers

Add columns

Final answer

+ 2 columns added Sort: Most relevant

CSV PLUS

Paper	Outcome measured	Main findings
<input type="checkbox"/> Customer Response Model in Direct Marketing: Solving the Problem of Unbalanced Dataset with a Balanced Support Vector Machine Sunčica Rogić +2 Journal of Theoretical and Applied Electronic Commerce Research 2022 8 citations	The main or primary outcome measured in the study is the predictive performance of customer response models after applying the balanced SVM pre-processing technique.	The paper proposes a customer response model based on a balanced SVM approach to address class imbalance in direct marketing campaigns with a low response rate, aiming to improve predictive performance and reduce misclassification for respondents. The study outperforms previous studies in customer response modelling, achieving high sensitivity levels and AUC values, especially when validated on the DMEF3 dataset.

Search or create a column
Describe what kind of data you want to extract
e.g. summary, counter-arguments

CURRENT COLUMNS
Outcome measured
Main findings

ADD COLUMNS
+ Summary
+ Methodology

HVALA NA PAŽNJI!

Dr Sunčica Vuković
suncica@ucg.ac.me