S.NO	TITLE AND AUTHOR	YEAR	TECHNIQUES	FINDINGS PROS/CONS
1	Retail Inventory Management When Records Are Inaccurate Author: Nicole DeHoratius, Adam J. Mersereau, and Linus Schrage	2005	Predictive analysis, decision making, Markov decision problem (POMDP) , SKU (Stock Keeping Unit)	Work has focused on the single SKU problem, and thus implicitly ignores demand substitution effects that can complicate Bayesian record updating. Our work leaves open the potential for algorithmic work on the specific partially observed Markov decision problems (POMDPs) of determining optimal replenishment and audit policies based on our proposed inventory record. we believe that there is room for more extensive data collection by retailers that could potentially enable improved parameter estimation and improved models of the discrepancy process. We stress that our proposal does not remove the retailer's incentive to prevent and correct the root causes of inventory record inaccuracy.
2	Retail inventory management with stock-out based dynamic demand substitution. Author: Baris Tan n , Selcuk Karabati	2012	Inventory control Substitution	Determining expected sales, average inventory levels, and number of substitutions between all products for given demand rates, substitution probabilities, and order-up-to levels is not tractable when there are more than two products. Therefore we present efficient and accurate approximations to approximately compute the same performance

				measures. The approximate approaches are then used to solve the optimization problem by using a genetic algorithm. In a computational study, we discuss the impact of profit margins, inventory holding and substitution costs, and service level constraints on the order-upto levels and the expected profits. We show that a retailer can increase its expected profits by incorporating substitution among different products.

3	On The Security of RFID-based Monitoring Mechanism for Retail Inventory Management. Author: Yu Yi Chen , Jinn Ke Jan , Meng Lin Tsai , Chun Ching Ku and Der Chen Huang.	2012	Inventory Control, inventory check, RFID, security, M2M	The aim of this article is to provide a study on the issue of inventory inaccuracy and to show the manner in which RFID technology can improve the inventory management performance. The objective of inventory control is to monitor the stock flow of merchandises in order to understand the operating profit and loss. A proper mechanism of inventory control could be made to help the profitability. As RFID is applied to inventory control, it can improve efficiency, enhance accuracy and achieve security. In this paper, we introduce the evolution of different mechanisms of inventory control with RFID system - counting method, collect-all method, and

				continuous monitoring method. As for improving the accuracy of inventory check during business hours, continuous monitoring is the solution. We introduce the infrastructure of the RFID inventory management system based on M2M architecture can make the inventory be efficiently monitored with instant warnings.
4	Strategic Customer Analysis Based On Balanced Scorecard Author: Sergey Krylov	2019	Applied strategic customer analysis, balanced scorecard, distribution activity, organization	Applied strategic customer analysis is a new and sufficiently efficient instrument to research strategic aspects of the organization distribution activity forming analytical support of the strategic sales management; Its methodology constitutes concepts of the balanced scorecard and applied strategic analysis; ASCA presumes comparative assessment, variances diagnostics and forecast of the BSC customer element indicators of the organization within its strategic customer goals; ASCA comprises the analysis of customer profitability level, analysis of products distribution market share, analysis of customer base volume, composition and structure, and analysis of customer demands satisfaction degree; ASCA commences from the comparative assessment of outcome indicators, characterizing customer

				profitability level and is completed by factoring indicators forecast of customer demands satisfaction degree.
5	Customer Value Analysis In A Heterogeneous Market. Author: WAYNE S. DESARBO,* KAMEL JEDIDI and INDRAJIT SINHA	2001	customer value analysis, market segmentation, finite-mixture models, simultaneous recursive equations, customer value management	We have focused on perceived quality and price as being the key variables in perceived value formation, which is a view consistent with many earlier authors (e.g., Monroe, 1990). Future research may include an even broader set of variables. Second, our chosen product category for model estimation, an electric utility, is especially idiosyncratic in terms of regulation, lack of competition, and fairly narrow and well-defined consumer expectation set. Consequently, the results reported from calibrating the model should not be held to apply to other categories since the results of customer value analysis are necessarily considered to hold true for a given product/service category.
6	An analysis of role adoptions and scripts during customer-to-customer encounters. Author: Cathy Parker	2000	Consumer behaviour, Customer profiling, Customer surveys, Interaction, Services marketing	Focuses on customer-to-customer interaction between strangers. It begins by reviewing the literature in the field and establishing a number of roles that customers may play while participating in this type of interaction. The study then goes on to measure the frequency of interaction and the propensity of 467 garden centre customers to adopt

				the roles identified by the literature (namely helpseeker and help providers). From analysis of their responses the authors are able to produce typical role scripts associated with each of the roles identified. These will help those interested in managing and facilitating these potentially valuable interactions and give some structure for future research in the area.
7	Integrated Product Policy and Environmental Product Innovations: An Empirical Analysis. Author: Katharina-Maria Rehfeld, Klaus Rennings and Andreas Ziegle	2008	Integrated Product Policy, Product Innovation, Environmental Innovation, Innovation Management, Technological Innovation, Discrete Choice Models	Waste disposal measures or product take-back systems appear to be an even more important driver of environmental product innovations. The econometric analysis also shows that other factors that have been suggested in the literature, such as environmental policy, technology push and market pull, as well as other specific company characteristics have a significantly positive influence on environmental product innovations. According to the descriptive analysis of environmental product innovators, economic aspects (i.e. higher prices) rather than soft factors appear to be the major obstacles to the commercial exploitation of environmental products and thus also to environmental product innovations.

8	An Analysis of Stock Recommendations. Author: John Morgan and Phillip Stocken	2001	Stock Recommendations, Price Efficiency, Cheap Talk.	(a) Any investor uncertainty about incentives makes full revelation of information impossible. (b) Categorical ranking systems, such as those commonly used by brokerages, arise endogenously as equilibria. (c) Under certain conditions, analysts with aligned incentives can credibly convey unfavorable information, but can never credibly convey favorable information. (d) Policies that improve transparency of analyst incentives might reduce the information content of stock reports. Finally, we examine testable implications of the model compared to empirical analyses of stock recommendations.
9	A systematic review of fundamental and technical analysis of stock market predictions. Author:	2019	Machine-learning · Ensemble · Stock-prediction · Artifcial intelligence · Technical-analysis · Fundamental-analysis	The stock market is a key pivot in every growing and thriving economy, and every investment in the market is aimed at maximising proft and minimising associated risk. As a result, numerous studies have been conducted on the stock-market prediction using technical or fundamental analysis through various soft-computing techniques and algorithms. This study attempted to undertake a systematic and critical review of about one hundred and twenty-two (122) pertinent research

				works reported in academic journals over 11 years (2007–2018) in the area of stock market prediction using machine learning. The various techniques identifed from these reports were clustered into three categories, namely technical, fundamental, and combined analyses. The grouping was done based on the following criteria: the nature of a dataset and the number of data sources used, the data timeframe, the machine learning algorithms used, machine learning task, used accuracy and error metrics and software packages used for modelling. The results revealed that 66% of documents reviewed were based on technical analysis; whiles 23% and 11% were based on fundamental analysis and combined analyses, respectively. Concerning the number of data source, 89.34% of documents reviewed, used single sources; whiles 8.2% and 2.46% used two and three sources respectively. Support vector machine and artifcial neural network were found to be the most used machine learning algorithms for stock market prediction.

10	An analysis of stock market efficiency. Author: Syed Aun R. Rizvi , Ginanjar Dewandaru, Obiyathulla I. Bacha, Mansur Masih	2014	Islamic finance Stock market Efficiency Multifractal	An efficient market has been theoretically proven to be a key component for effective and efficient resource allocation in an economy. This paper incorporates econophysics with Efficient Market Hypothesis to undertake a comparative analysis of Islamic and developed countries' markets by extending the understanding of their multifractal nature. By applying the Multifractal Detrended Fluctuation Analysis (MFDFA) we calculated the generalized Hurst exponents, multifractal scaling exponents and generalized multifractal dimensions for 22 broad market indices. The findings provide a deeper understanding of the markets in Islamic countries, where they have traces of highly efficient performance particularly in crisis periods. A key finding is the empirical evidence of the impact of the 'stage of market development' on the efficiency of the market. If Islamic countries aim to improve the efficiency of resource allocation, an important area to address is to focus, among others, on enhancing the stage of market development.