

Название публикации:

Using the short time forecasts in a company operational activity

Авторы:

Romanov, V [1] ; Koryakovskiy, A [1]

[1] Russian Plekhanov Univ Econ, Fac Informat, Dept Comp Sci, Moscow, Russia

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Аннотация:

The authors shortly reviewed the methods of virtual reality creation and the market conditions forecasts in the uncertain future conditions. They show the importance of the problem of the uncertainty for the most of the business subject areas and especially for financial institutes. On the basis of the business rules the verbal model is proposed. For the model the optimization function is created. The calculations of the function for two varied parameters are made. The model is used for the short periods of time and that is why precision of the forecast is neglected. An attempt was made to show how the company standing in the market with time is changed upon the availability of a short-term proactive planning. In the simulation the companies with different selected strategies are considered.

Ключевые слова:

Enterprise Information Systems; virtual reality; computer simulation