

International Journal of

Business Forecasting and Marketing Intelligence

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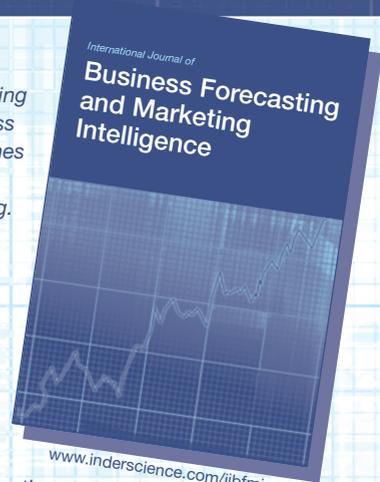
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Scope of the Journal

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Efficient integration of mathematical techniques and marketing intelligence is of crucial importance for a successful business forecasting process. IJBFMI, a fully refereed journal, publishes articles that link current practice and theory in the business forecasting field. This includes new forecasting domains (e.g. rule-based forecasting, fuzzy logic forecasting, spline regression forecasting, etc.) and the growing area of business/marketing intelligence involving environmental scanning, "brain" monitoring, innovative intelligence methodologies, co-competition, strategic decision support systems, etc.



Contents:

IJBFMI publishes original and review papers, theory-based empirical papers, case studies with profound implications for theory, outstanding paradigms of successful applied business forecasting, conference reports, relevant business forecasting and marketing intelligence reports, book reviews, commentaries and research notes. Special issues devoted to important topics in business forecasting and marketing intelligence, and related topics, will be published occasionally. Contribution may be by submission or invitation.

Topics covered include:

- Business forecasting process, principles and competitions
- Time series forecasting methods
- Marketing intelligence
- Judgmental and new products forecasting
- Forecasting for the supply chain and in business
- Biases of the forecasting manager
- Seasonal and weather adjustments
- Adjusting for special events (promotions, strikes)
- Financial and budget forecasting
- Marketing forecasting, forecasting software, e-forecasting

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