DISA SEMINAR

I AM A SMART PHONE USER: KEY INSIGHTS FROM THE FINNISH MARKET

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Abstract

Smart phones are seen to drive the development of mobile applications and a more or less intuitive belief is that once the users have a smart phone they will download applications and start using a wider variety of mobile services and/or more advanced mobile services. In this paper we describe Finnish smart phone users based on a survey study carried out with a random sample representative of Finnish consumers between the ages of 16 and 64. We divide smart phone users into three categories based on the range and frequency of using different mobile services and applications. We find, in addition to a small ‘power user’ group (15 %) and a substantial set of ‘interested but inactive users’ (47 %), that 38 % of smart phone users do not use their devices for any advanced services and have a low motivation to continue using smart phones in the future. The demand for and the sales of smart phones is growing rapidly; combined with this is the notion that users of smart phones will become users of more advanced applications and a wider variety of services, which will give a boost to the mobile service market. In light of our results we believe this development is slower to happen than expected. Also noteworthy is the sizeable minority of decidedly underwhelmed smart phone users, who are likely to jump ship to simpler devices.

SOFT COMPUTING IN ANALYTICS: HANDLING IMPRECISION AND UNCERTAINTY IN STRATEGIC DECISIONS

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Abstract

Analytics has a similar agenda as management science and is working with the same industrial and business context to support managerial planning, problem solving and decision making. Analytics has a broader scope in terms of methods – besides models and algorithms it also works with statistical methods and advanced technology for handling data, information and knowledge. Soft Computing builds on fuzzy sets theory, fuzzy logic, optimisation, neural nets, evolutionary algorithms, macro heuristics and approximate reasoning. Soft Computing is focused on the design of intelligent systems to process uncertain, imprecise and incomplete information. Soft Computing methods applied to real-world problems offer more robust, tractable and less costly solutions than those obtained by more conventional mathematical techniques.

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