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2. [arXiv:2311.18351](#) [pdf] **econ.GN****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

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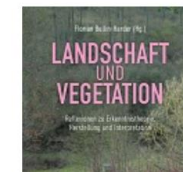
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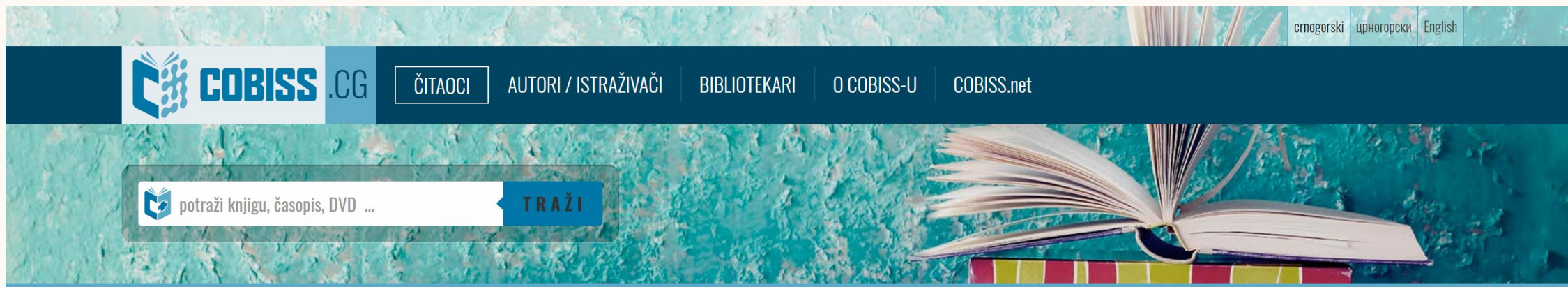
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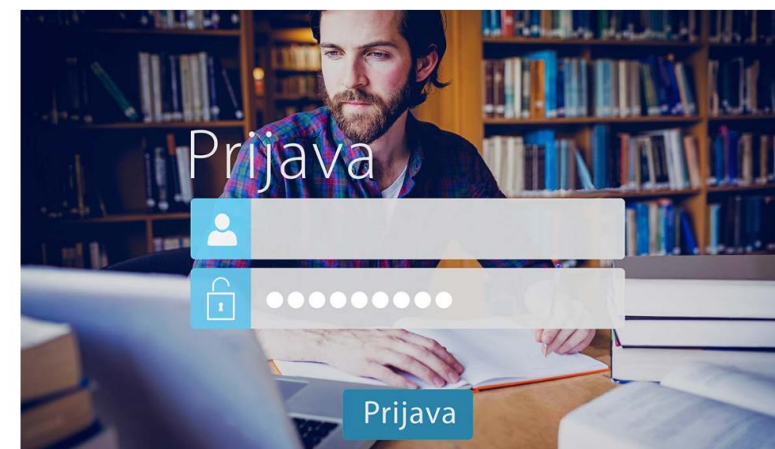
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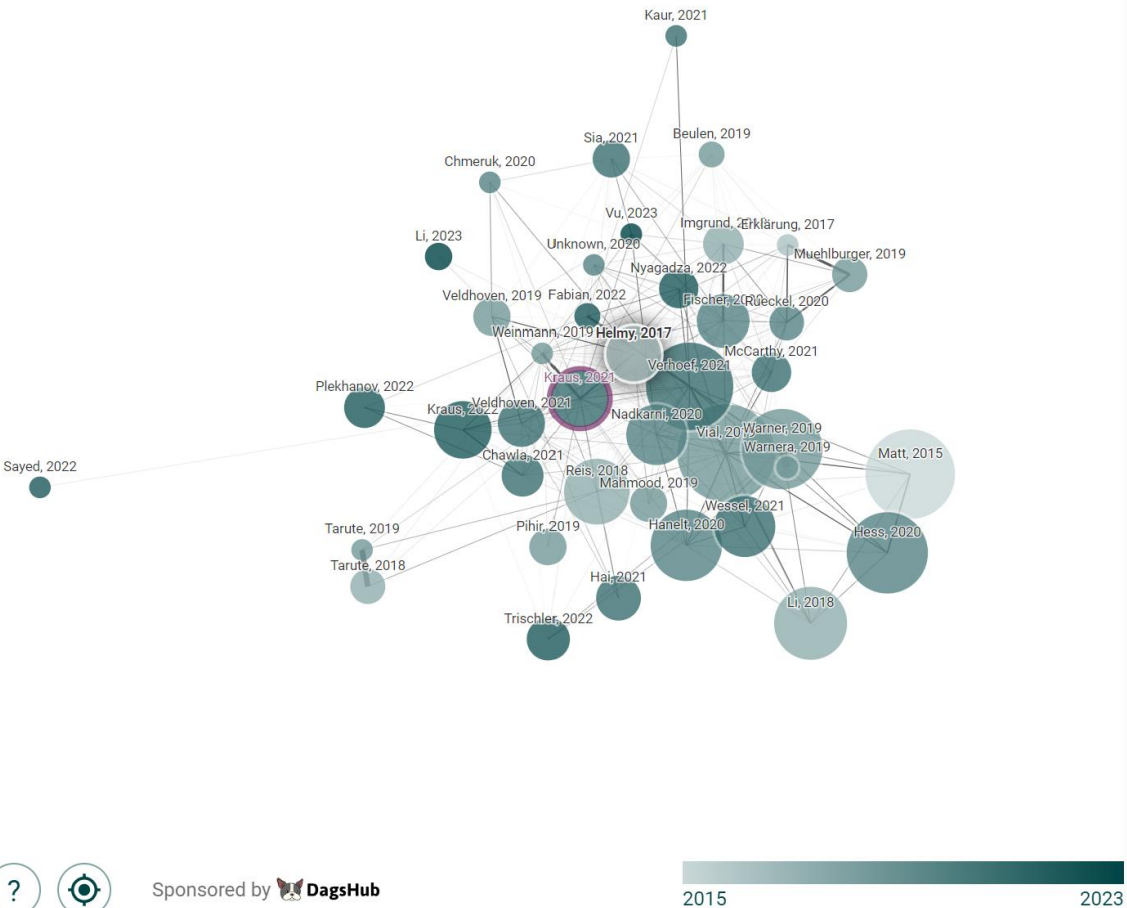
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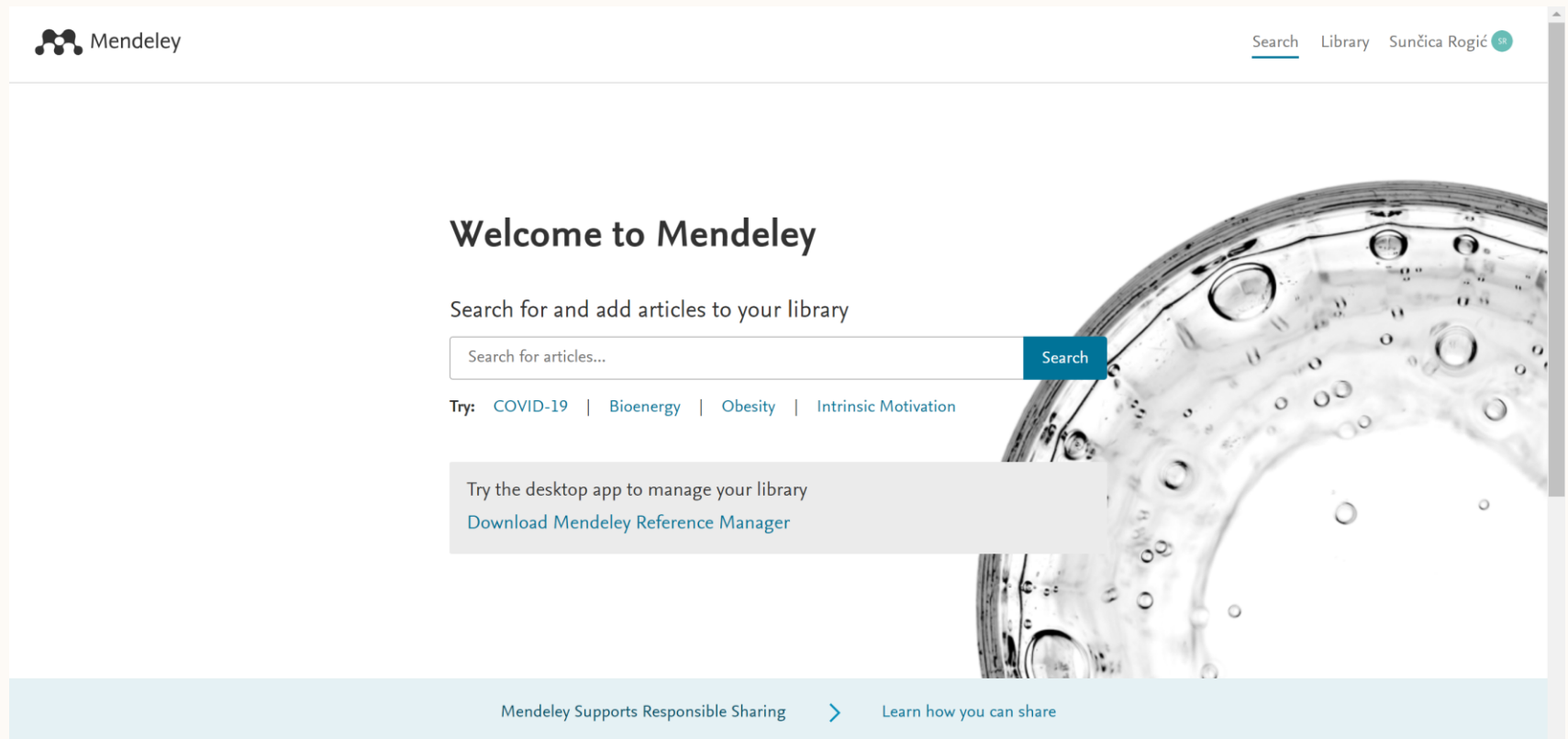
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While many companies are experimenting with digital transformation, recent studies of success stories have shown that the enhanced competitive positioning of successful firms does not depend solely on the technologies they adopt, but, more importantly, 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

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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](#)

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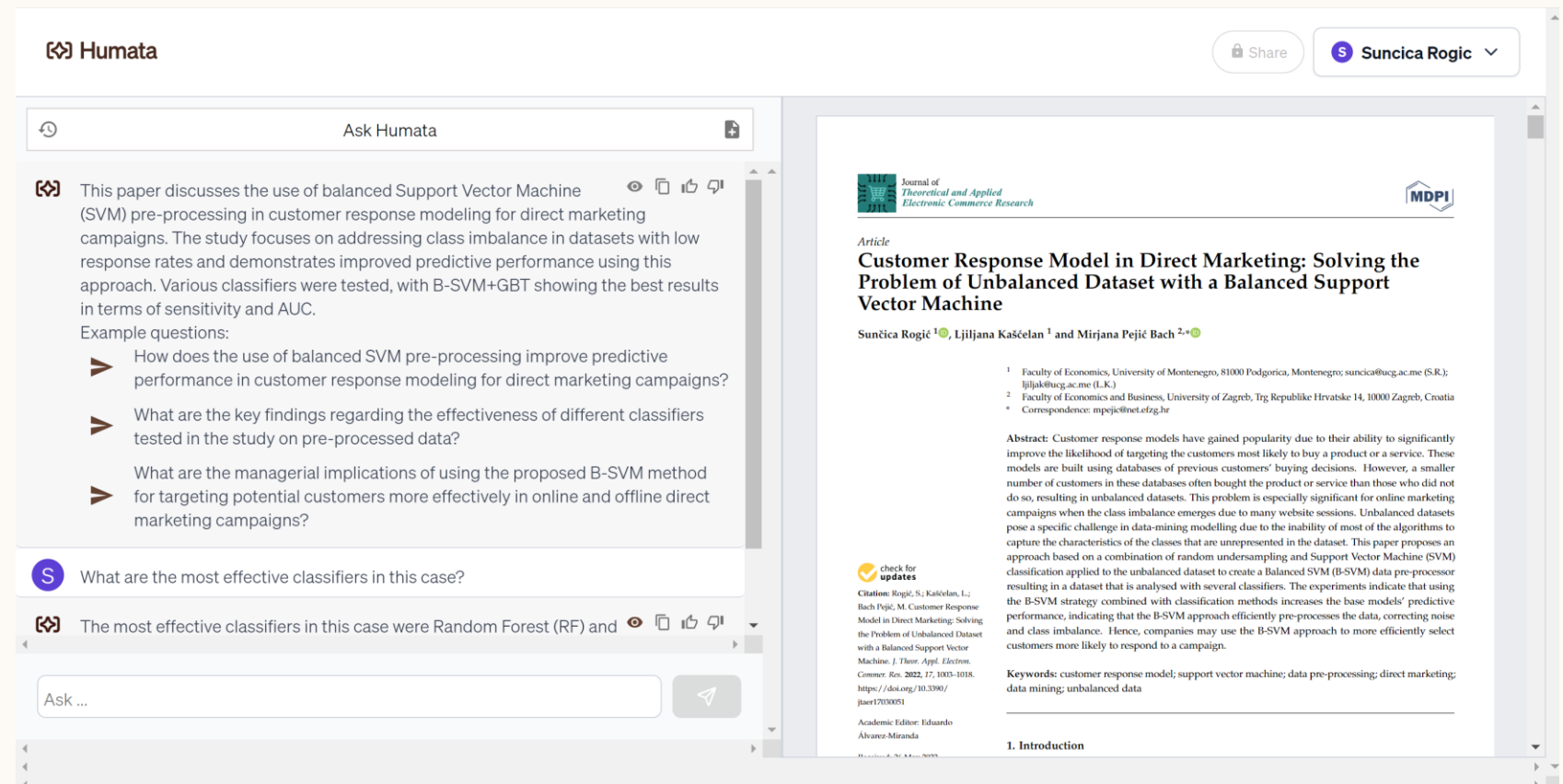
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The screenshot displays the Humata AI application interface. At the top, the Humata logo is on the left, and a 'Share' button and a user profile for 'Suncica Rogic' are on the right. The main chat area has a header 'Ask Humata' with a search icon on the left and a plus icon on the right. The chat history shows a message from Humata summarizing a paper on balanced SVM pre-processing for customer response modeling. Below this, a user question asks for the most effective classifiers. Humata's response identifies Random Forest (RF) and Gradient Boosting (GB) as the most effective classifiers. At the bottom, there is an input field labeled 'Ask ...' and a send button. To the right of the chat, a preview of the research paper is shown, including the title 'Customer Response Model in Direct Marketing: Solving the Problem of Unbalanced Dataset with a Balanced Support Vector Machine', authors 'Suncica Rogic, Ljiljana Kašćelan, and Mirjana Pejić Bach', and the abstract.

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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 Gradient Boosting (GB).

Ask ...

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Article

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

Suncica Rogić¹, Ljiljana Kašćelan¹ 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.)
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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



HVALA NA PAŽNJI!

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