

МАТЕМАТИЧЕСКИЕ МОДЕЛИ В МАРКЕТИНГЕ: МОДЕЛЬ ЭДЖВОРТА

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Национальный исследовательский Томский государственный университет,
г. Томск

В данной работе рассматривается возможность применения математической игровой модели обмена товарами (модели Эджворта) в маркетинге, объясняется актуальность модели в наши дни и намечаются перспективы ее дальнейшего развития, усложнения и адаптации к нуждам современных маркетинговых расчетов.

Бурное развитие вычислительной техники, стремление человечества к максимизации эффективности экономической деятельности (как и любой другой деятельности, направленной на поддержание качественного функционирования современного общества), а также высокие требования к точности и достоверности результатов экономической деятельности и сокращению времени на их получение – все это является показателями необходимости внесения качественных изменений в существующую систему экономических, а, следовательно, и маркетинговых расчетов. Под качественными изменениями понимается переход к научно обоснованным точным математическим моделям как в экономике в целом, так и в отдельных ее сегментах. Такие же изменения должны касаться и маркетинга. В настоящее время в России маркетологи в своих расчетах чаще всего опираются либо на собственные ощущения и представления об окружающей экономической среде, либо заимствуют уже готовые модели и расчеты, пытаясь адаптировать для себя. Но для успешного маркетинга ощущений и догадок недостаточно, нужны более сложные и точные методы и модели. На мой взгляд, слияние бизнес процессов и маркетинговых концепций с математическими моделями, является если не залогом успеха, то важнейшей ступенью на пути к нему.

Построения сложных моделей реальных процессов происходит в результате многочисленных модификаций более простых базовых моделей. Отсюда и втекает необходимость изучения последних. Существует множество математических моделей и методов, которые могут быть применимы в маркетинговых исследованиях. Например, регрессионный анализ, выявляющий зависимости потребления товаров и услуг от различных факторов, таких как цены на товары, душевой доход, размеры семьи; кластерный анализ, применяемый при сегментации рынка; методы оптимизации при решении транспортных задач, задач прикреплённости потребителей к поставщикам; методы моделирования; методы анализа рисков и прочие методы. В данной статье

* Студент кафедры Высшей математики и математического моделирования

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