Applications of fuzzy logic into real world business problems - Some lessons learned, when working with business people
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Real world applications of fuzzy logic in managerial decision-making in business are not as common as they could be. This talk presents some successful applications of applying fuzzy models and systems in business, including key lessons learned from working with the industry. Applications of fuzzy logic to profitability analysis, project insurance pricing, R&D project selection, and risk management are presented. In this presentation some non-trivial scientific findings are made to look simple and intuitively understandable - while this is typically something that serious scientists seldom have to make happen, it is a way to open doors for real-world industry collaboration.