Accepted Manuscript

The modeling and analysis of the word-of-mouth marketing

Pengdeng Li, Xiaofan Yang, Lu-Xing Yang, Qingyu Xiong, Yingbo Wu, Yuan Yan Tang

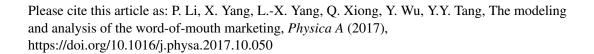
PII: S0378-4371(17)31060-9

DOI: https://doi.org/10.1016/j.physa.2017.10.050

Reference: PHYSA 18764

To appear in: Physica A

Received date: 29 March 2017 Revised date: 6 October 2017



This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



ACCEPTED MANUSCRIPT

Highlights of PHYSA-17575

- The SIPNS model capturing the WOM marketing processes is established.
- The SIPNS model is shown to admit a unique equilibrium.
- The impact of different factors on the equilibrium of the model is illuminated.
- Experiments suggest that the equilibrium is much likely to be globally attracting.
- The influence of different factors on the expected overall profit is ascertained.

دريافت فورى ب متن كامل مقاله

ISIArticles مرجع مقالات تخصصی ایران

- ✔ امكان دانلود نسخه تمام متن مقالات انگليسي
 - ✓ امكان دانلود نسخه ترجمه شده مقالات
 - ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
 - ✓ امكان دانلود رايگان ۲ صفحه اول هر مقاله
 - ✔ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
 - ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات