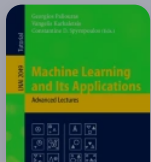


[Home](#) > [Machine Learning and Its Applications](#) > Chapter

Data Mining in Economics, Finance, and Marketing

| Chapter | First Online: 01 January 2001

| pp 295–299 | [Cite this chapter](#)



[Machine Learning and Its Applications](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 [partners](#), also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our [privacy policy](#) for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:



- > **Store and/or access information on a device**
- > **Personalised advertising and content, advertising and content measurement, audience research and services development**

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

communication links e.g. notation is often unique to a particular research area which hampers the exchange of ideas and the dissemination to the wider public. The second reason for the lack of understanding is that the main ideas behind Data Mining are often completely opposite to mainstream statistics and as many companies interested in Data Mining already employ statisticians, such a change of view can create opposition.

 This is a preview of subscription content, [log in via an institution](#)  to check access.

Access this chapter

Log in via an institution →

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Manage preferences

Explore related subjects

Discover the latest articles, books and news in related subjects, suggested using machine learning.

[Data Mining and Knowledge Discovery](#)

[Data Science](#)

[Data Analytics](#)

[Data Mining](#)

[Statistical Finance](#)

[Statistics in Business, Management, Economics, Finance, Insurance](#)

References

1. Adamidis, P, and Koukoulakis, K. Evolutionary Data Mining applied to TV Databases: A First Approach. In [15].

[Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

7. Krone, A. and Kiendl, H. Rule-based decision analysis with Fuzzy-ROSA method, *Proceedings of EFDAN'96*, Dortmund (Germany), 1996, 109–114.

8. Kowalczyk, W., Piasta, Z. Rough-set inspired approach to knowledge discovery in business databases. In: X. Wu, R. Kotagiri, K. R. Korb, *Research and Development in Knowledge Discovery and Data Mining*, Proceedings of the Second Pacific-Asia Conference on Knowledge Discovery and Data Mining, PAKDD-98, Melbourne, 15–17 April, Springer-Verlag, Berlin, Heidelberg, New York, 1998, 186–197.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

13. Nikolaos Thomaidis, George Dounias, Costas D. Zopounidis: A fuzzy rule based learning method for corporate bankruptcy prediction. In [15].

[Google Scholar](#)

14. Van den Poel, D., Piasta, Z. Purchase prediction in database marketing with the ProbRough system. In: L. Polkowski, A. Skowron, (eds), *Rough Sets and Current Trends in Computing*, Physica Verlag, 1998, 593–600.

[Google Scholar](#)

15. Proceedings of the Workshop on Data Mining in Economics, Finance and Marketing, Advanced Course on Artificial Intelligence (ACAI'99), Chania

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)[Reject optional cookies](#)[Manage preferences](#)

Rights and permissions

[Reprints and permissions](#)

Copyright information

© 2001 Springer-Verlag Berlin Heidelberg

About this chapter

Cite this chapter

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **[partners](#)**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Search

Search by keyword or author



Navigation

Find a journal

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 92 **[partners](#)**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to [springer.com](#) and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)