International Conference

on

Optimization, Learning and Analytics in Business

(OLAB 2022)

15th – 17th December 2022

Jointly organized by

Department of Mathematics
Heritage Institute of Technology

Kolkata, West Bengal, India

&

Operational Research Society of India

(Kolkata Chapter)

Venue:- S. V. Auditorium
Heritage Campus

OLAB-2022

This "Book of Abstracts" of the International Conference on **Optimization, Learning and Analytics in Business (OLAB-2022)**, held during **December 15-17, 2022**, jointly organized by **Department of Mathematics, Heritage Institute of Technology, Kolkata and Operational Research Society of India, Kolkata Chapter** and is being published by the organizers.

Venue

Heritage Institute of Technology, Kolkata, India.

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Insurance loss-reserve calculations summarize as:

Claims + Expenses – Deductibles

A mathematical relationship is derived for the existing historical claims versus risk and exposure-coverage data using data-mining methodology. The claim-examiner's past performance-profile is also taken into account with respect to accuracy of past claim-reserve estimates and monthly percent-variance from the final closing reserve amount.

Predictive analytics is then deployed for near-accurate estimation with minimum variance for 'probable' claim loss-reserve amounts to cover upcoming risk-coverages and expected claim-payouts while generating profits for business. As in all statistical analyses, the accuracy of such projections is a function of the volume of data analyzed.

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Identifying Factors Influencing the Intent for an eWOM Using Binary Logistic Regression

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Abstract

This study aims to identify the antecedents that lead to an online buyer's intention to share his buying experience with other online buyers using the binary logistic regression method. The randomized sample included (155) respondents from all over India for the purpose of a focused study. The study included (13) independent variables and out of these (6) variables were found to have a significant effect and contribution to the logistic regression - binary response (not intended to give an e-Review (0), intended to give an e-Review (1)). The binary logistic regression model deduced (6) variables (Age, Education, Past experience, Ease of Usage, Attitude, and Usefulness.), that affect the intent for writing an eWOM, and the rest of the variables have no significance or effect. The classification of observations using the logistic regression-binary response model was accurate, as the overall correct classification rate was (85.8%) while the overall wrong classification rate was (14.2%). The confusion matrix and the ROC curve were used to determine the model's robustness. The specificity rate was 87.2%,