

Reflective management methods are offered by production realization. The features of perception are distinguished by the consumer of enterprises taking into account market segmentation. The major problems connected with reflective management of a consumer choice are considered also.

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1. $N+1$, $N-$

2. $N+1$ (A_i)

3. A_0

1) ;

2) (\quad) ;

3) - , A_0

$$P_{A_0} = \frac{1}{N+1} \quad (1)$$

$v(A_i), i = \overline{0, N},$

$$P_{A_0} = \frac{v(A_0)}{\sum_{i=0}^N v(A_i)} \quad (2)$$

(1),
 $v(A_i) \approx v(A_j), \forall i, j.$

(. 1)

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		B -	C -	D -	E	F -
1.	-	-		-		
2.	-		-	-		
3.	+				+++	
4.		-		-		
5.		-		-		
6.						+
7.	+	-	-	-		

+ :- ;

+++

. 1,

;

(3-E).

(3-A, 7-A)

(6-F).

A_0 ,

(2)

$$P_{A_0} = \frac{v(A_0) + v(r_0)}{\sum_{i=0}^N v(A_i) + v(r_0)}, \quad (3)$$

$v(r_0) -$

N

r_0 .

$P_{A_0} \quad P_{A_0}$

(2)-(3)

A_0

r_0 .

(1)-(3)

[2, 178-179]

$R_1 \quad R_2$.

$v(R_1) \quad v(R_2)$.

$$v_1 = v(R_1) - v(R_1 \cap R_2),$$

$$v_2 = v(R_2) - v(R_1 \cap R_2).$$

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$$f(A_1) = \frac{v_1}{v_1 + v_2}.$$

$N+1$

$$f(A_0) = \frac{\sum_j v(r_j^0)}{\sum_{i=0}^N \sum_j v(r_j^i)}, \quad (4)$$

$r_j^i -$

$j-$

$i-$

$f_0(A)$,

x_1 .

$f(A_0)$

$N,$

(x_2)

$f(A_0),$

$x_1,$

$A_0.$

2)-3)

1. $N+1$, $N-$

2. $N+1$ (A_i)

3. $N+1$,

4. ,

1) ;

2) () ;

3) ;

4) , ;

5) ,

() ;

A_0

(.2)

		B	C	D	E	F
1.	+	+		+++		
2.	+++		+	+++		
3.	+				+	
4.		+++		+		
5.		+		+		
6.						+
7.	+	+	+	+		

$$v(y_1, y_2, y_3) = a_0 + a_1 y_1 + a_2 y_2 + a_3 y_3 + a_4 y_1 y_2 + a_5 y_1 y_3 + a_6 y_2 y_3 + a_7 y_1 y_2 y_3,$$

$$a_0 = 0, a_2 = 0, a_3 = 0, a_6 = 0;$$

$$a_1 = 1, a_4 = 0;$$

$$a_5 = -1.$$

$$v(y_1, y_2, y_3) = y_1 - y_1 y_3 + a_7 y_1 y_2 y_3.$$

$$v(1, 1, 1) = y_1 - y_1 y_3 + a_7 y_1 y_2 y_3 = v(\cdot) \Rightarrow a_7 = v(\cdot).$$

$$v(y_1, y_2, y_3) = y_1 - y_1 y_3 + v(\cdot) y_1 y_2 y_3,$$

$$v(y_1, y_2, y_3)(1 - y_1 y_2 y_3) = y_1 - y_1 y_3,$$

$$v(y_1, y_2, y_3) = \frac{y_1 - y_1 y_3}{1 - y_1 y_2 y_3}. \quad (5)$$

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$f(A_0)$

$$f(A_0) = \frac{v(A_0)}{\sum_{i=0}^N v(A_i)}, \quad (6)$$

), y_1, y_2, y_3 , $v(A_0)$, (4), (5).

1. (y_1)
 2. ($y_3 = 1$) ($y_1 = 1$),

3. y_3 ,

4. () ,
 (5) 4-D 2-B (. . 2), y_2 .

(.3).

3

		B	C	D	E	F
1.	+	+		+		
2.	+++		+++	+++		
3.	+++				+	
4.		+		+		
5.		+		+		
6.						+
7.	+++	+	+	+		

+ ;
 +++ ;
 - ;

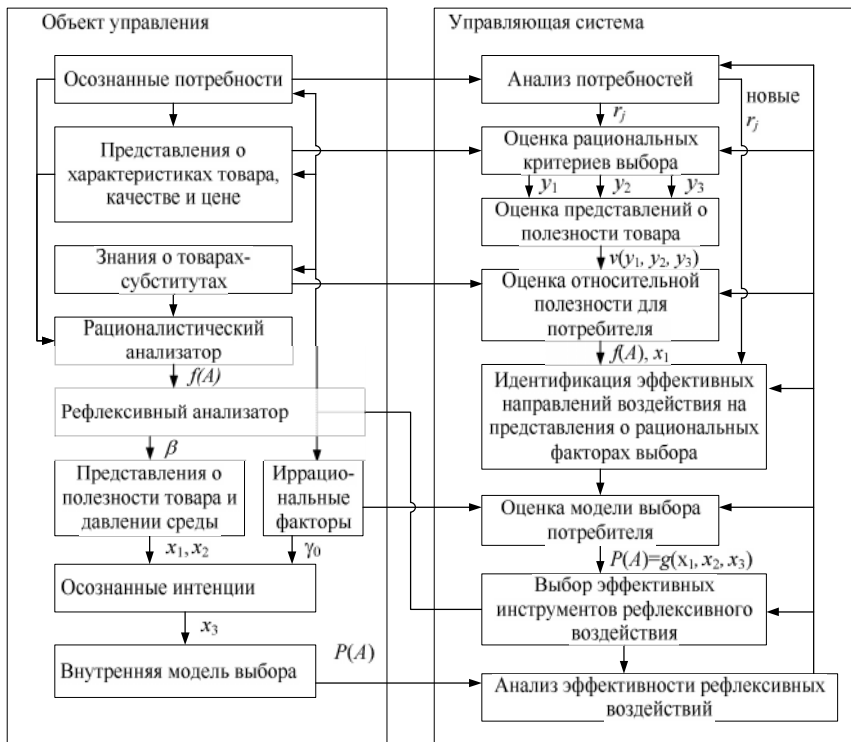
(2- , 3- , 7-),

(2- , 2-D).

(.4).

4

		B	C	D	E	F
1.	-	+		+		
2.	-		+	+		
3.	-				-	
4.		-		-		
5.		-		-		
6.						+



1. Mintzberg H., Quinn B.J., Ghoshal S. The Strategy Process. Hemel Hempstead, Prentice Hall. – 1995.

2. . . . / – . : . . . , 2003. – 496 .

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