Economic and predictive modeling of company's development as major strategic planning prerequisites

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Abstract

© Medwell Journals, 2016.This study highlights the need to develop economic simulation analysis for strategic planning of an organization. Researchers focus on developing the methodology for analysis of organizational practices which effectively rests on time series smoothing technique (or leveling method), correlation and regression analysis and neural simulation. Results from the analysis, made in STATISTICA software package show that this methodology enables to define projected figures of production volumes and gross profit as well as pinpoint relevant factors that affect these values, thus predict company development options.

Keywords

Autoregression, Economic simulation, Exponential smoothing, Neural networks, Predictive modeling, Strategic planning