

عنوان مقاله:

Optimal Localization of Shopping Centers Using Metaheuristic Genetic Algorithm

محل انتشار:

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نویسندگان:

.Mahmoud Samadi - Department of Management Science, Abhar Branch, Islamic Azad University, Abhar, Iran

.Mahmoud Nouraei - Department of Management Science, Abhar Branch, Islamic Azad University, Abhar, Iran

.Mohammad Mahdi Mozaffari - Faculty of Social Science, Imam Khomeini International University, Qazvin, Iran

.Babak Haji Karimi - Department of Management Science, Abhar Branch, Islamic Azad University, Abhar, Iran

خلاصه مقاله:

Efficiency and effectiveness is of importance for selection and localization. There should be regular methodology for targeting in the market by several methods. There is a necessity to have clear study for selection. In the current research, it has been studied the optimal localization at shopping centers. If there is not accuracy and validity, there will be achieved negative results for these centers such as high costs. Nowadays, these centers have turned into a part of consumer life. Today, they have penetrated consumers behavior and impacted on marketing mix. We can understand the importance of them from real shopping to window -shopping. As a meta-heuristic algorithm that inspired by natural systems, genetic algorithm has been used for problem solving as a mathematic model. The nature of genetic algorithm, which has created a relationship between humanity science and mathematics, is the reason for using it in the research. Given developed indices, Selected Iranian cities were selected for this study. Findings of the research showed that we can achieve accurate results with metaheuristic methods. The research is an applied .research in terms of purpose, which is to develop applied knowledge in a certain field

کلمات کلیدی:

Localization, shopping centers, Genetic Algorithm

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