

Satellite Symposium for Euro Global Summit & Medicare Expo on

Weight Loss



Modeling of nutrition business models of consumer behavior when buying food products

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Introduction: In the planning of socio-economic development, making profit, protecting the environment and planning a healthy life, a modelling of models is needed, and the obtained anticipated changes at different levels are crucial to efficient management. Nowadays we use of various consumer behaviour models, the most known of which are only the deterministic or probabilistic, lumped or agent model, continuous product range or finite number of brands etc. In these models, the modelling is done with analytics and statistics (mathematical models).

The subject of this research paper is to modelling for business model and the goal is nutrition models of consumer behaviour when purchasing food products in which emphasis is given to the determinant nutritional properties of food. The paper present original concept of modelling for business model. The model is built on the basis of several principles and one of the most important is to provide greater clarity and full understanding of the process that is built into the model. Nutritional business model of consumer behaviour we propose is not a classic mathematical model. It can include mathematics, statistics, and other methodologies including: nutrition, economic and geographic - Geographic Information System (GIS).

Conclusion: The building a good nutrition model of consumer behaviour when purchasing food would help companies in order to get answers to questions about their marketing strategy. These models can be used in the Health and Nutrition sectors. Research has shown that the application of GIS, in the building of the model, is a very important and necessary component.

Biography

Sasko Martinovski, PhD, was born in Veles, where he completed his primary and secondary education. He got his Bachelor's and Master's degree in Sciences at the Faculty of Electrical Engineering - Skopje, at the University "Ss. Cyril and Methodius" Skopje, and obtained his PhD from the Faculty of Economics - Prilep, "Ss. Kliment Ohridski" with the paper on "GIS modelling for strategic planning of the development of the urban environment". His work experience is extensive, including work in a number of companies as head of the computer centre, work in the implementation of GIS projects, but also as an educator for IT education. Today he works as a Professor at the Faculty of Technology and Technical sciences in Veles. During his career he has received a number of awards and certificates for his contribution to the IT sector. Recently, his main fields of scientific research activity include: Expert systems, GIS application in medicine, nutrition, food technology and economics, GIS and electronic services (e-business, e-marketing, e-commerce), GIS modelling and Marketing.

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