

a.b. CRM and Predictive Technology: CRM systems use predictive analytics to analyze customer behavior, forecast needs, and personalize interactions, improving engagement and retention through targeted campaigns and proactive support.c. Neural Networks in Reinforcement Learning: In reinforcement learning, neural networks approximate value functions or policies, enabling agents to process complex inputs and make decisions in dynamic environments for optimal performance.Artificial Intelligence (AI): Enhances demand forecasting, inventory management, and logistics optimization, leading to cost efficiency and reduced delays.Blockchain: Ensures transparency and traceability, reducing fraud and building trust among supply chain participants.Tactical: Medium-term decisions to implement strategies (e.g., marketing campaigns).Strategic: Long-term, big-picture decisions (e.g., expanding to new markets).d. Levels of Managerial Decision-Making: 1.Operational: Short-term, routine decisions (e.g., scheduling staff).Modern Technologies in Supply Chain Management: 1.2.2.3.