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Forecasting of ICT products and services

- Qualitative and Quantitative forecasting methods
- Evolution of number of ICT customers
- ICT service life-cycle
- Growth Models - Modification for forecasting purposes
- The Bass model with explanatory parameters
- Models for whole Service Life-Cycle



Dr. Mladen Sokele, Ph.D. is a lecturer at Zagreb University of Applied Sciences in the courses of Communication and Computer Techniques Chair and at Faculty of Electrical Engineering and Computing of the University of Zagreb as a guest lecturer in the course of Forecasting and Marketing of Telecommunication Services. His scientific fields of interest are techno-economic modelling and forecasting. Mladen is the author of more than 50 published scientific/professional papers and book chapters in the areas of telecommunications and informatics (modelling, analytical methods, simulation, forecasting, and expert systems). From 2002, he has regularly contributed as a speaker, moderator, or reviewer at telecoms and forecasting conferences and tutorials.
