

Modeling customer lifetime value

Annotation: The aim of this thesis is to identify the factors that influence Customer lifetime value (CLV), to identify the interrelationships and to create a comprehensive model. Based on the systematic review, the dissertant will construct CLV, identify factors that may influence it, formulate hypotheses and construct a model. Using transactional data, a questionnaire, and some of the advanced statistical methods (SEM, multi-hierarchical modelling), he/she conducts quantitative (or mixed) research and verifies the model of the relationship between the factors of interest and CLV. Afterwards, it will discuss the results and evaluate the contribution of the thesis (mainly theoretical).