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## ABSTRACT

**Purpose:** In this investigation we propose new statistical methods on the marketing research and efficiency evaluation.

**Design/methodology/approach:** Fuzzy statistics with soft computing empowers the ability to evaluate people's performance on the time management.

**Findings:** Through standardized measurement system, we come up with real value data to satisfy not our current needs but data itself. This is when fuzzy classification stands out and highlights the area of in-between and undefined.

**Practical implications:** The index of efficiency between observed time and ideal time is revealed. Furthermore, with the ranking of fuzzy sample, we track down the decision process by nonparametric testing hypothesis.

**Originality/value:** The proposed metric system is realistic and highlighted in determining the distance interval, triangle and trapezoidal fuzzy data which will encode a dynamic human mind activity.

**Keywords:** Put 4~8 key words here.

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## ABSTRACT 摘要

**Purpose:** 目的：

**Design/methodology/approach:** 設計/方法/途徑：

**Findings:** 發現：

**Practical implications:** 實際影響：

**Originality/value:** 創意/價值：

**Keywords:** 關鍵字：



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