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Retraction

Retracted: Research on Marketing Management Risk Decision Model Based on LINEST Function

Security and Communication Networks

Security and Communication Networks has retracted the article titled "Research on Marketing Management Risk Decision Model Based on LINEST Function" [1] due to concerns that the peer review process has been compromised.

Following an investigation conducted by the Hindawi Research Integrity team [2], significant concerns were identified with the peer reviewers assigned to this article; the investigation has concluded that the peer review process was compromised. We therefore can no longer trust the peer review process, and the article is being retracted with the agreement of the Editorial Board.

References

[1] C. Deng and M. T. Ahmad, "Research on Marketing Management Risk Decision Model Based on LINEST Function," *Security and Communication Networks*, vol. 2022, Article ID 9658148, 10 pages, 2022.

[2] L. Ferguson, "Advancing Research Integrity Collaboratively and with Vigour," 2022, https://www.hindawi.com/post/advancing-research-integrity-collaboratively-and-vigour/.

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Research Article

Research on Marketing Management Risk Decision Model Based on LINEST Function

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The primary purpose of this research study is to describe the research on the marketing management risk decision model based on the LINEST function. This research is conducted in China and is used for measuring the risk decision model using different questions related to marketing management. The nature of this research is primary, and data were collected from 100 plus responders related to the marketing management fields. The research participants included males, females, employees of marketing, and other people from marketing management organizations. We used smart PLS software to measure the data and ran different informative statistical analyses. For measuring the marketing, research management used techniques that included a test of equality, PLS algorithm model, LINEST model, least-square model, histogram analysis, and different graphs related to the marketing management performance. The marketing management used different subvariables, including strategic management analysis, marketing mix planning, implementation, and control. The risk decision model is used as a dependent variable based on the LINEST functions. The overall result found that the marketing management risk decision model shows a significant relationship with each other based on LINEST function marketing management, which plays a vital role in organizations.

1. Introduction

Marketing is considered an old skill that has been performed in some way or another in ancient times, almost with the start of the world, and there was a concept of producing and marketing products and things. Marketing is pervasive today; it permeates almost every job we undertake and every aspect of our lives. Marketing is a process [1]. Marketing strategies and methods result in the availability of things that satisfy customers while also benefiting the companies that sell them. If we start paying attention, we will see that marketing touches all areas of our lives, including our morning tea, breakfast, newspaper, clothing, mobile web use, and the car we drive. Marketing influences practically everything we use and everything around us, including our access to the Internet, the personal computer at our desk, the shoes we wear, and almost everything else. Marketing has left its imprint on everyone, and the imprint might be subtle

or obvious depending on the context/experience and the product. Furthermore, marketing pervades the majority of our daily tasks. Marketing is a broad term that encompasses a wide range of activities. Any person, company, or group having a current or prospective exchange link might be considered. Everything starts and ends with the client.

The delivery of high-quality products to attain higher levels of customer satisfaction and the creation of exceptional customer value are considered essential elements in today's modern marketing [2]. Nowadays, companies must understand consumer demands, do thorough research, create and deliver better value at a fair price, and ensure the availability of products to customers at a convenient location. The products will be in high demand and regularly sell only when organizations perform better marketing management and decision-making according to the demand and concern of customers because marketing is the provision of client happiness for a profit [3]. This notion held that

consumers would choose items with the highest quality, features, and performance, and hence, the company should focus its efforts on creating continual product improvements. This idea says that marketing a product requires minimal effort if the product is excellent and the price is acceptable. For a long time, this notion served as an essential guideline for producers. However, when studying reality, it is simply demonstrated that this idea is false. A producer may believe that they should make a high-quality product, but customers may seek a better solution to the challenges and risks. According to the profit idea of marketing, the marketing function must produce profit for the firm [4].

However, because production activities determine manufacturing costs, profit creation becomes the ultimate duty of the marketing function. This would reflect the extent to which a firm's marketing function is responsible for for-profit realization. This, in turn, will drive the manufacturing function to reduce its production costs so that the functions of marketing may strive to optimize its operations by exploiting profit at the lowest possible price. Furthermore, the nature of consumer requirements has generated a lot of new market risks because of rapid competition and technological advancements and has raised the need to improve customer value delivery through marketing integration with other corporate operations such as revenue management and risk decision management [5]. Thus, as the development in technology brings many benefits to the manufacturing industries, it also produces many challenges to the companies that could be resolved with better management strategies and methodologies [5].

The advanced realities of the growth and formation of the big, medium, and small enterprises are defined by high event unpredictability and riskiness. Risk insurance, risk minimization, and risk avoidance are all concerns that each business that enters commodity-money interactions or begins its manufacturing products encounters [6]. Furthermore, the risks may be connected to the company's operations and surroundings, an economic and political condition in the country, sociocultural population, macroeconomic fluctuations, legislative and legal framework, and economic globalization. At the same time, there is also the potential of study, estimation, analysis, minimization (optimization), miscalculation, hedging, and risk avoidance to maintain the enterprise's continuous, efficient, and stable operation to enhance companies' profit. However, this result is only achievable if good risk management or risk decision management is used. This will allow the firm to offer the required resources and reserves to ensure the financial and economic activity or production continuance during an uncertain scenario or risk [7].

2. The Objective of the Research Study

The article aims to identify techniques and tools for corporate risk decision management during crises, pandemics, challenges, and other unfavorable conditions for a different level of risk. In this research paper, the following methods have been used to achieve the goal: MLR multiple linear regression that was based on LINEST function, content analysis (for clear views on the risk management of the business and grouping the significant kinds of risks into three different groups, that allowed for the development of management systems and models), expert survey, and inductive reasoning.

Apart from this, different marketing management and risk decision management models are also presented in this paper. It was investigated that the development of competitive systems necessitates the development of effective procedures for controlling and managing risks of a business, particularly during times of pandemics and crises, which have become more severe and frequent in modern times. Furthermore, it is proposed that pandemics and crises set off a chain reaction of negative prospects that damages the business and reduce competitive business advantages. Choosing the proper behavioral management and risk decision management model enables firms to get profit from the market, competitor departure, and so on [8].

3. Literature Review

3.1. Market Management and Risk Decision Model Based on LINEST Function.
Tkachenko et al. presented the research on the market management and risk decision model, and it was investigated by the concept of LINEST function risk management [9]. It was discovered that appropriate marketing management is critical for minimising decision-making risk and for the growth of businesses so that they function correctly and efficiently. Every firm confronts several challenges linked to marketing management and decision-making risks when joining the commodity-money relationship. Risk management decision-making is increasingly necessary for senior managers of every organization, according to this study article, due to the beneficial development of market interactions. Business enterprises are subjected to a slew of negative factors that might sway the intended result of their activities.

Wang claimed that insurance sales analysis and forecasting help insurance firms build efficient and effective marketing management models and run focused marking efforts in the study of insurance companies [10]. Broadening the spectrum of target customers, among all the factors, marketing management is considered an essential element of marketing promotion, which can help improve indirect and direct profits. For the investigation of the concept of insurance sales and the impact of marketing management risk decision-making on the firm's performance, an multiple linear regression (MLR) based on the LINEST function has been utilised in this paper. The simulation findings demonstrate that the enhanced LSTM network surpasses the prediction of other models, showing that data processing through multiple residual predictions can increase prediction impact [11].

Roussy et al. examine risk management practices among grain producers in France, China, and other countries. Producers face market and production risks and environmental constraints [12]. The essay investigates cereal manufacturers' risk-management approaches through production choices and marketing contracts. Spot contracts,

forward contracts, and average price contracts were tilized in the article as the three basic forms of marketing contracts, each with its own amount of risk. [13]. For investigation, a survey has been conducted from the hundreds of wheat producers. The quantitative study of contractual choices has been analyzed with the help of INSET-based regression models. It reveals that the farmer's degree of education and risk decision marketing management directly impacts contractual choice, but crop diversification negatively correlates studied that, for the development and better performance, mining active and responsive customers is another critical factor along with marking management and decision-making risk management [14].

Furthermore, customer interest, customer need, and statistics also hold great significance in marketing decision-making. This research combines all these factors to address revenue maximization and customer value and risk minimization in the context of decision-making risks of direct marketing. Pachamanova, Lo, and Gülpınar (2020) focused on creating risk management, operational solutions, and customer lift optimization for different problem solutions by utilizing robust and stochastic optimization approaches and regression models based on LINEST function [15]. Apart from this, the impact of adding uncertainty on the performance of algorithms models has been demonstrated through numerical experiments [16]. Another element in Scottish Power that acts as a substitute for the level of risk is the engagement in management. Shareholders maintain control over the business enterprise's destiny. It has been suggested that stockholders, as residual claimants, are obligated to govern the company since they are the class that places the most value on the right to manage the company because of their exposure to risk [17].

Friberg and Seiler utilize supervised learning to create textual risk management metrics using derivatives, diversification, insurance, credit lines, and long-term contracts from annual reports that US companies listed publicly [18]. The Panel regressions investigated it from 1996 to 2015, which show that companies who use one type of risk management were more likely to utilize others. Extensive use of one risk management approach, on the other hand, was correlated with less intensive utilization of other techniques.

Apart from this, LINEST based model of regression has been used to study the marketing management risk decision making, which is a remarkable factor for reducing and managing risk and can improve the marginal costs of marketing products. Finally, Rutkauskas and Stasytytė focus on detecting risk in chosen social facilities associated with the potential for an emergency to arise [19]. To identify the most harmful risk for social facilities, the KARS and MLR technique was employed [20].

Furthermore, a risk that arises in the form of a group during facilities has also been identified. The approach for modifying the capital asset pricing model was proposed in this article by [21]. The proposed method allows for separate accounting of first and second order risks, allowing them to be appropriately represented in discounted cash flow calculations. This enables precise evaluation of investment projects' effectiveness as well as well-informed risk management choices. [22].

A turbulent environment can generate crises, forcing management to make crucial decisions in a short amount of time to tackle these risks and problems. Coccia examines the exogenous and endogenous forms of risk that organizations face and the crucial variables that influence critical decision-making [23]. This paper has also been examined and divided into three categories: proactive, recovery, and reactive critical decisions. Strategic management implies that resolving a complicated problem necessitates the development of a crucial decision that includes trial, error, and research operations. The invention of a novel technique for selecting an appropriate method of MCDM for a Boeing deliberated decision was described by Haddad et al. [11]. It was claimed that when uncertainty and risk were expected, four worldwide market regions were rated based on their market competitive strength and attractiveness. In today's turbulent economy, marketing management confronts unexpected obstacles. Araz et al. said that even though many risk causes are beyond human control, they may be detected and respond swiftly with technology and data, resulting in a more robust management system [24]. Primarily, this would be important for humanitarian efforts that respond to risk and other threats.

3.2. Hypothesis

H1 = there is a significant relationship between marketing management and risk decision-making based on the LINEST function

H2 = there is a positive relationship between marketing management and risk decision-making based on the LINEST function

3.3. Methodology.
This research study describes research on marketing management risk decision model using the LINEST function. Based on primary research for gathering the data, this study used specific questions related to marketing management and risk decision. The data was collected from the different 100 plus respondents related to the marketing field and held knowledge about marketing management and risk decision.

3.4. Participants.
This research study develops main questions related to the risk decision and management of marketing. To analyze the data and gather the data used 100 plus participants included males and females, related to marketing management. Smart PLS software is used for measuring the relationship between marketing management risk decision models based on the LINEST function.

3.5. Techniques.
To assess the risk choice process, the research study employed many methodologies and ran outcomes related marketing management risk decision modelling, such as the smart PLS algorithm model, covariance analysis, reliability analysis, descriptive analysis, and other studies. In addition, the LINEST model, which is connected to the least square research model, was employed in this work.

A list of variables is given in Table 1.

Table 1: List of variables.

Sr. no.	Descriptions	Notations
1	Independent variable	IV
2	Marketing management	Mm
3	Marketing strategic analysis	SMA
4	Planning of marketing-mix	MMP
5	The marketing implementation	MI
6	The marketing control	MC
7	Dependent variable	DV
8	Risk decision model	RDM

4. Marketing Management

Marketing management is all about making choices, planning, and regulating a company's marketing aspects in terms of the marketing idea somewhere inside the marketing system. Before getting into the details of this technique, it is important to understand two aspects. First, marketing is a simple idea in theory, but it is frequently difficult, if not impossible, to implement completely. Second, the statement mentioned previously by Adam Smith is most congruent with it. The idea is that a corporation may better serve its own goals if it openly combines the many aspects of its marketing activities to meet the needs of its customers.

4.1. Strategic Marketing Analysis. Strategic marketing analysis is a business strategy that provides a well-informed plan for increasing the likelihood of organizational effectiveness.

4.2. Marketing-Mix Planning. A marketing mix includes several areas of focus as part of a comprehensive marketing plan. The term is commonly referred to as a well-known classification based on the four Ps: product, price, placement, and promotion. On the other hand, effective marketing covers a wide range of topics rather than focusing on a single theme.

4.3. Marketing Implementation. The marketing implementation is the process of approving your marketing strategy and assigning team members to carry it out, setting deadlines for activities to be accomplished, and creating the collateral needed to fulfill your marketing objectives.

4.4. Marketing Control. Control of marketing is the practice of monitoring and changing planned strategies as they progress. Control entails establishing norms. Following that, the marketing manager will compare actual progress to the standards. Then, if necessary, corrective action is done.

4.5. Risk Decision Model. The process of identifying and ranking risks to decide which are significant and so demands attention, as well as the risk management action(s) to take in response.
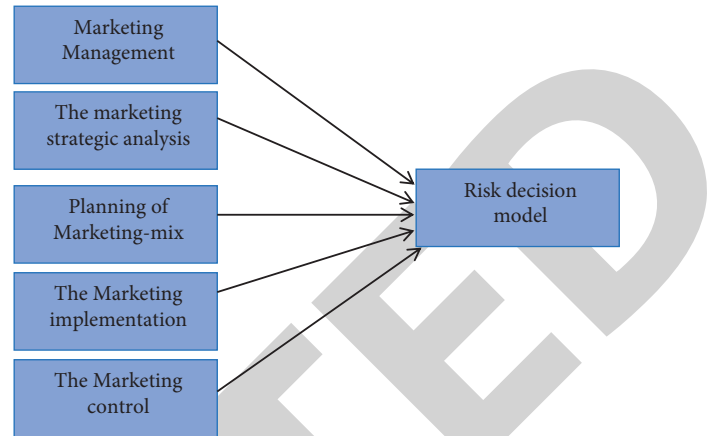

Figure 1: Theoretical framework related to marketing management risk decision model.

4.6. Theoretical Model. Figure 1 shows the Theoretical model.

5. Result and Descriptions

This section describes the results and their interpretation related to the research marketing management risk decision model. The smart PLS algorithm model, the regression analysis, least-square model, path coefficient, estimated parameters, and other informative results run for measuring the research marketing management and risk decision model based on the LINEST functions.

5.1. Smart PLS Algorithm Model. Figure 2 shows the smart algorithm model.

The smart PLS model describes the significant relationships between marketing management and the risk Figure 2 decision model. The VAR0001, 2, 3, 4, and 5 represent the strategic marketing analysis, marketing-mix planning, marketing implementation, and marketing control. The VAR0006 is considered a risk decision model. The risk decision model shows the significant effect with the marketing manager with the rate is 0.391 and 0.153, respectively.

5.2. Least Square Model. Table 2 describes the least square model between marketing management and risk decision model with the help of an unstandardized coefficient; the standardized coefficient also explains the t-statistic values and significant level of each variable. The marketing management is an independent variable; its unstandardized beta value is 0.799, and its standard error value is 0.082. Its t-statistic value is 1.069, and its significant level is 0.288, showing a 28% significant level. The strategic marketing analysis is another independent variable. Its t-statistic value is −0.898, and its significant level is 0.371, showing a negative and insignificant relationship with the risk decision model.

On the other hand, the marketing mix planning shows that the 2.710 value of t-statistical and its significant level is 0.008, showing a positive and significant relationship with the risk decision model based on the LINEST function. Furthermore, the marketing implementation also considers
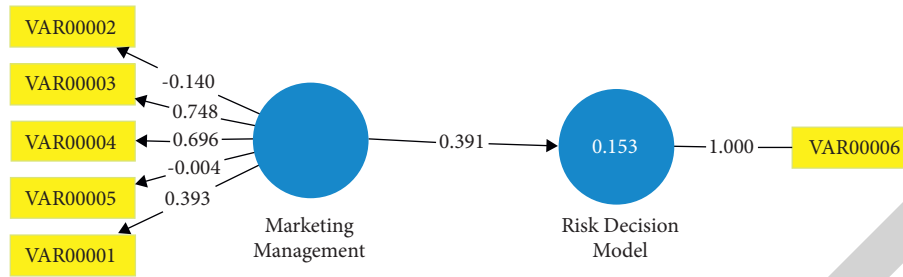
FIGURE 2: Smart PLS algorithm model.

TABLE 2: Model of least square.

Model	Coefficients				
	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.799	0.400		1.999	0.049
Marketing management	0.087	0.082	0.103	1.069	0.288
1 Strategic marketing analysis	−0.080	0.089	−0.087	−0.898	0.371
Marketing mix planning	0.271	0.100	0.262	2.710	0.008
Marketing implementation	0.173	0.083	0.205	2.088	0.039
Marketing control	0.083	0.092	0.087	.904	0.0368

a. Dependent variable: a risk decision model. Source: smart PLS.

an independent variable; its value of t-statistic is 2.088, and the significant level is 0.039, showing a positive and significant relationship between them. The last one is marketing control. Its value of t-statistic is 0.904, and the significant level is 0.03 presents a positive and significant relation between marketing control and risk decision model.

Figure 3 describes the path coefficient analysis between marketing management and the risk decision model. The bar lines vertical side presents that frequency level which starts from 0.0 and ends at 6.0. The horizontal side shows the range of path coefficient, which starts from 0.200 and ends at 0.625, respectively.

Table 3 estimates the parameters of normal distribution (source: smart PLS software).

Table 3 represents the estimated distribution parameters of each research factor with the help of location and scale. The result describes that normal distribution values in the level of location and scale points. The marketing management shows that 2.1200 and 0.93506 show those positive values, and the strategic marketing shows that 1.990 level at location point and 0.8586 at scale level. The marketing planning shares the location points and estimated values at scale points. The marketing control shows 1.87 level of normal distribution and 0.8245 levels at scale points. The risk decision model describes that the expected value of the location is 2.000, and 0.79 is a scaled normal distribution.

Figure 4 describes the periodogram effect of VAR0006 by frequency. In this research study, the VAR00006 is considered as a risk decision model. The horizontal side presents that the frequency level starts from 0.0 and ends at 0.5. The vertical side shows the period gram level, which starts from 0.0 and ends at level 1.5, respectively.

Table 4 shows the statistical analysis of variables.

The statistical test analysis of chi-square of each variable with the assistance of chi-square values and significant level is shown in Table 4. Marketing management, for example, has 34.240 levels at chi-square, and its significant level is 0.000, indicating a 100% significance level. The chi-square value for strategic marketing is 28.720, and the significance level is 0.000. Similarly, the marketing mix planning shows 86.300 chi-square level, the marketing implementation is 19.440, the marketing control is 35.120, and the risk decision model is 36.240 chi-square value. All values present positive and significant research based on the LINEST function.

Table 5 represents the rank level between the risk decision model and marketing management with the help of rank negative and positive. The result describes that mean rank values, the sum of rank values of negative and positive, the mean rank of the risk decision model, and marketing management are 34.08 and 33.90, and its sum of rank value are 1295.00 and 983.00, respectively. The second pair is marketing control and strategic marketing analysis. Its mean rank value is 33.92, and its positive rank value is 32.97. The sum of ranks values of each variable is 1255.00 and 956.00, respectively.

Figure 5 describes the marketing management and risk decision model and marketing control. The blue color defined strongly agree, and green color, agree. The brown color defined neutral points. The bar line shows that the effect of marketing management on the neutral level is high compared with the strongly disagree.

The result in Table 6 describes the estimated values, the standard error and the 95% confidence interval, and the significant level of each variable. The result presents that the significant levels are 0.017, 0.009, and 0.023, respectively, and
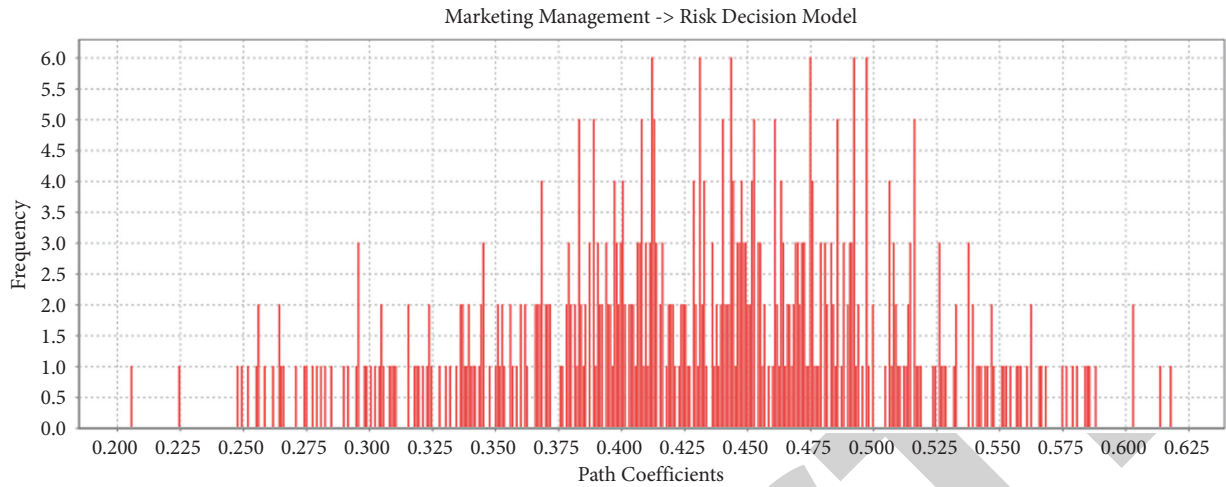
Figure 3: Path coefficient (source: smart PLS software).

Table 3: Estimated distribution parameters.

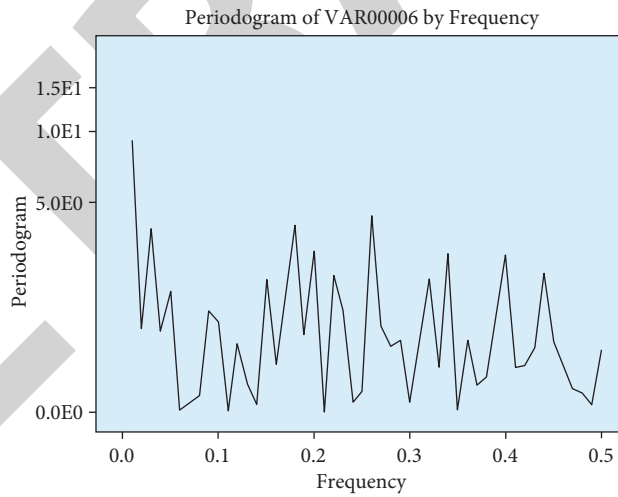|		Marketing management	Strategic marketing analysis	Marketing mix planning	Marketing implication	Marketing control	Risk decision model
Normal distribution	Location	2.1200	1.9900	2.1700	2.5000	1.8700	2.0000
	Scale	0.93506	0.85865	0.76614	0.93744	0.82456	0.79137

The cases are unweighted.

Figure 4: Frequency analysis of periodogram.

Table 4: Test statistics.

	Marketing management	Strategic marketing analysis	Marketing mix planning	Marketing implementation	Marketing control	Risk decision model
Chi-square	34.240[a]	28.720[a]	86.300[b]	19.440[a]	35.120[a]	36.240[a]
df	3	3	4	3	3	3
Asymp. Sig.	0.000	0.000	0.000	0.000	0.000	0.000

a. 0 cells (0.0%) have expected frequencies less than 5. Therefore, the minimum expected cell frequency is 25.0. b. 0 cells (0.0%) have expected frequencies less than 5. Therefore, the minimum expected cell frequency is 20.0.

TABLE 5: Rank analysis.

		N	Mean rank	Sum of ranks
Risk decision model-marketing management	Negative ranks	38[a]	34.08	1295.00
	Positive ranks	29[b]	33.90	983.00
	Ties	33[c]		
	Total	100		
Marketing control-strategic marketing analysis	Negative ranks	37[d]	33.92	1255.00
	Positive ranks	29[e]	32.97	956.00
	Ties	34[f]		
	Total	100		

a. risk decision model < marketing management; b. risk decision model > marketing management; c. risk decision model = marketing management; d. marketing control < strategic marketing analysis; e. marketing control > strategic marketing analysis; f. marketing control = strategic marketing analysis.
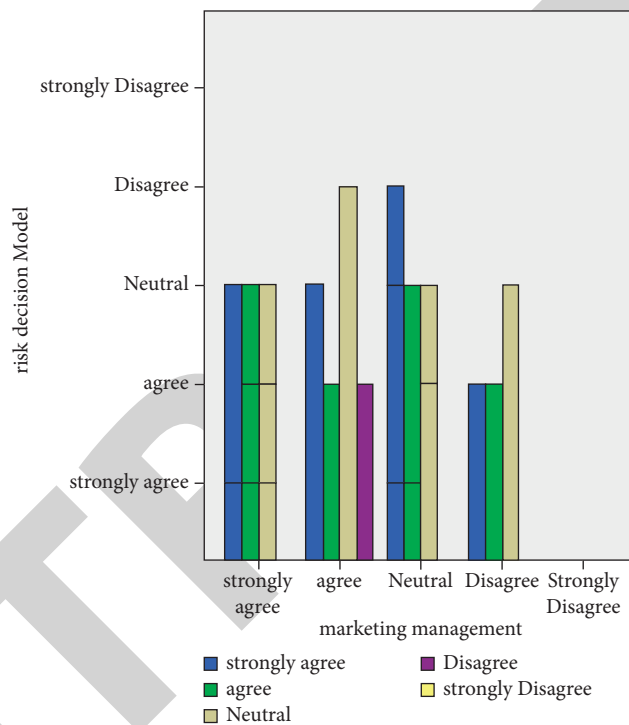

FIGURE 5: Histogram analysis of marketing management.

presents 1%, 2%, and 100% significant levels of risk decision model and describes the marketing management process. The estimated values of all the variables of marketing management and risk decision model are 1.60, 0.113, 0.174, and 0.213, respectively. The results explain that we have 95 percent confidence interval values which are lower bound values, and upper bound values are totally different which are 2.438 and 1.87, respectively.

Figure 6 describes the marketing management and risk decision mode based on the LINEST function; this research was conducted in China and explains that level with the help of bar lines. The vertical side presents the frequency and risk decision model levels, and the horizontal side describes the marketing management levels. The marketing management level starts from 0.00 and ends at 5.00. The strongly agree bar line is higher compared with the disagree pints. The result presents a higher level of marketing management performance risk decision model based on the LINEST function.

6. Discussions

A model's goal is to assist you in making business decisions. Given the variety of decisions that managers must make and the many settings in which these decisions are made, it is hard to create a model applicable to each case. However, there are specific general rules that modelers should remember across businesses and domains. For example, there are two significant issues for marketing management to address: first, the marketing's capacity to use its resources efficiently must be increased, and second, an inventory of the risks influencing marketing activity must be taken to develop a management strategy. Given the high riskiness of marketing, resolving marketing efficiency issues is inextricably linked to identifying risks, influencing marketing, and developing risk management methods [25]. This research study describes the research about marketing management risk decision modelling based on the LINEST function. For

Table 6: Confidence interval analysis.

|		Estimate	Std. Error	Wald	Sig.	95% confidence interval	
						Lower bound	Upper bound
Threshold	Risk decision model	1.603	1.543	1.080	0.299	-1.421	4.628
	Risk decision model	3.780	1.580	5.723	0.017	0.683	6.876
	Risk decision model	6.844	1.769	14.966	0.000	3.377	10.312
Location	Strategic marketing	−0.252	0.235	1.154	0.283	−0.713	0.208
	Marketing-mix	0.698	0.268	60.817	0.009	0.174	1.223
	Marketing implementation	0.490	0.218	5.070	0.024	0.064	0.917
	Marketing control	0.213	0.242	0.773	0.379	−0.261	0.686
	Marketing management = 1.0	−0.388	1.154	0.113	0.737	−2.651	1.874
	[Marketing management = 2.00]	0.113	1.180	0.009	0.924	−2.200	2.425
	[Marketing management = 3.00]	0.174	1.155	0.023	0.880	−2.090	2.438
	[Marketing Management = 4.00]	0[a]					
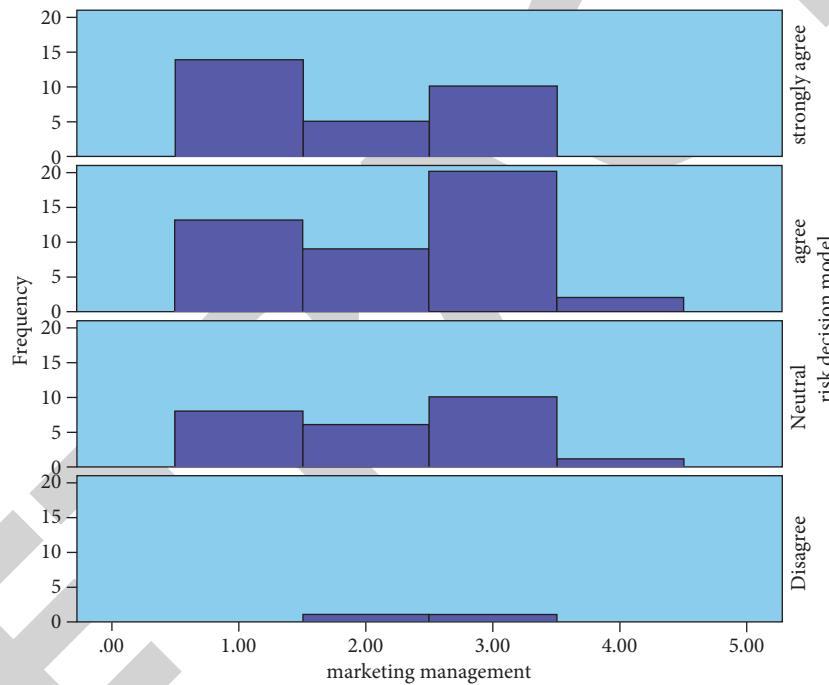
Figure 6: Graphic analysis of risk decision model.

measuring the relation, different techniques included parameter estimation model, the chi-square analysis, PLS Algorithm model, the path coefficient, and so on. The result describes the direct effect of marketing management on the risk decision model in every organization.

There are two approaches to doing an integrated study of marketing efficiency and risk management issues. To divide risk management resources across risk reduction strategies, a marketing risks portfolio management scenario is first analyzed. As a result, the overall risk value, or the sum of all risk values, is the minimum. Second, based on expert efficiency estimates for a unit of cost in every element of the marketing structure, a cost distribution is utilised to maintain the ideal rise in marketing produced marginal utility [26].

The research study describes marketing strategies related to the risk decision model. The strategies included planning of organization, the management control, and marketing decision-making process about objectives and goals all functions performed in every organization for make a better marketing management. The research concluded the direct effect of marketing strategies management and risk decision model based on the specific LINEST function. The research explained the marketing with the help of different techniques which include the parameter estimation values, the statistical values, as well as the regression model and PLS algorithm model which are used for the data linked with the marketing management.

Marketing risk identification is most likely generated from recognizing broad market dangers and developing risk management methods. When marketing risks are

distinguished from the challenges of general market risks and their analysis, they require special attention. Marketing risk research and international business risk research are intimately connected [27]. As a result, a framework for integrated risk management in a global corporation was developed. Many see it as a step toward crystallizing market hazards from the broader pool of risks, including international company concerns. For a retail trade firm, the main categories of marketing hazards and a set of elements influencing them are provided, together with levels for risk index evaluation.

7. Conclusion

Marketing operations are the primary means through which businesses realize the market value and generate operational revenue. Marketing efficacy has a direct impact on a company's ability to survive and grow. The external environment is undependable: the fluctuation of customer demand, the intricacy of rivals' competitive conduct, and so on. Changes in these market conditions cause the enterprise's marketing plan and competitive strategy to lag, limiting the company's marketing efforts. It cannot continue; the firm anticipates that marketing objectives will not be met; thus, no further discussion is necessary. These market uncertainties, as well as the consequences they have, are referred to as risks. In the realm of academic research, most researchers investigate risk from several viewpoints. The possibility of creating losses to the company is referred to as marketing risk at the marketing level. Risk-based decisions, such as marketing risk management, are common. This research study measures the research about marketing management risk decision model based on the LINEST function. Using smart PLS software results concluded a significant relationship between marketing management and risk decision model in Chinese organizations. Strategic marketing analysis, marketing implementation, marketing mix planning, and marketing control are the subparts of marketing management. The result concluded that the marketing mix included price, place, planning, and promotion, which play a vital role in organizational success and are helpful for the risk decision-making process. As a result, marketing risk management decision-making is fundamental to the marketing risk management process when making decisions in a risk environment. Because various people, even when presented with the same risk circumstance, may make different decisions. Consequently, it is hoped that traditional decision-making techniques would be naturally integrated with utility theory to investigate decision-makers' and behavior and aid decision-makers in making more scientific and rational decisions in a risk environment.

8. Recommendations

(1) Marketing risk characteristics necessitate appropriate risk management ideas and measurement techniques.

(2) Analytical research techniques commonly come into touch with a broad variety of disturbances in

information availability and other forms while calculating interdependence in marketing research. Expert-generated connections between the expected impact and the experienced expenditures met all of the expert estimation requirements.

(3) Optimized calculations concerning professionally given estimations, generated as stochastic variables, have been accomplished to achieve the optimum allocation of prospective resources based on the specific components of marketing structure.

(4) Optimization investigations indicated that the allocation forms of projected risk costs to become an impact have a significant influence on the marketing cost structure. As a result, the effect's statistical interdependence rate becomes a discrete component of the marketing structure.

Data Availability

Data are available upon request.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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