

## عنوان مقاله:

The implementation of the Hybrid Model SWOT-VIKOR by Fuzzy Approach to Evaluate and Rank the Marketing Strategies (Case Study: Saipa Special Service Company)

## محل انتشار:

دومین کنفرانس بین المللی مهندسی صنایع، بهره وری و کیفیت (سال: 1398)

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## خلاصه مقاله:

Nowadays, having a marketing strategy is one of the main priorities in a business so that it can help the organization to create innovative approaches in its own sales and customer services departments. Thus, determining the effective strategies in this vein can impart the real value of the business to the customers. In this research, the SWOT analysis was used to select and formulate the marketing strategies as well as the Multi-Criteria Decision Making methods by the use of the fuzzy approach for enhancing the decision making accuracy. Therefore, first the main indexes for choosing the marketing strategies were identified by the desk research, expert judgments and expert teams, and then the key indexes were selected through a questionnaire and finally the combination of the SWOT analysis which is a powerful method in identifying the factors in the organization environment and the Vikor method with fuzzy approach which is for ranking the marketing strategies is used. The proposed model has high efficiency due to the combination of these two methods.

## کلمات کلیدی:

Multi-Criteria Decision Making, Marketing Strategies, Fuzzy Approach, Vikor Method, Strategies Ranking, SWOT analysis

## لینک ثابت مقاله در پایگاه سیویلیکا:

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