

عنوان مقاله:

Evaluation of digital marketing technologies using a new decision-making method based on GRA and BWM in the fuzzy environment

محل انتشار:

سومین کنفرانس بین المللی چالش ها و راهکارهای نوین در مهندسی صنایع، مدیریت و حسابداری (سال: 1401)

تعداد صفحات اصل مقاله: 6

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خلاصه مقاله:

The marketing sector is constantly changing due to the advances in digital technology and its various practical areas. This change considerably affects some factors, such as consumer behaviors, business models, marketing strategies, and competitive capabilities. By using digital technologies in marketing, companies can establish systematic communication with their customers and benefit from public relations advantages. However, evaluating digital marketing technology is rather complicated due to conflicting goals and various criteria. Therefore, this paper presents a new method for evaluating digital marketing technologies according to grey relational analysis (GRA). Afterward, the best-worst method (BWM) is used for weighting the effective criteria. Also, fuzzy sets are used to address the uncertainty of the complex real-life marketing issues since these sets can help experts express their opinions more effectively. Eventually, a practical example is presented to determine the best digital marketing technology and assess the proposed model's effectiveness.

کلمات کلیدی:

Digital marketing technologies; Best-worst method (BWM); Grey relationship analysis (GRA); Fuzzy sets, Multi-criteria decision-making (MCDM)

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