عنوان مقاله:

Ranking the Dealers In the Basis of Organizational Performance Measurements: A real-world application

محل انتشار:

دوازدهمین کنفرانس بین المللی چالشهای نوین در مهندسی صنایع و مدیریت عملیات (سال: 1397)

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خلاصه مقاله:

One-centered large organizations that use the dealership system to provide services in different geographical regions need to measure and evaluate the performances of the dealers according to the several indicators to ensure the same quality of service and efficiency in all dealers. These large organizations need to assess their dealers performance taking into account these indicators. Ranking of the dealers according to the organizational performance measurements and determining the ineffective ones to conduct studies for this situations are important for the competitiveness and continuity of the business. In the solution of the problem, a two-stage integrated structure was used. In the first stage, the Fuzzy Analytic Hierarchy Process (FAHP) method was used to weight organizational performance criteria. In the second stage, the dealers are taken as an alternative and ranked according to the performance criteria by the method of PROMETHEE. It is considered appropriate to utilize fuzzy logic reasoning in weighting the criteria since there is no certainty in the organizational structures within the framework of the selection criteria and the linguistic expression of some of the selection criteria handled at the same time leads to a more accurate conclusion. In this study, alternatives are ranked by PROMETHEE method

کلمات کلیدی:

Organizational Performance, MCDM, Dealership System, Fuzzy Logic

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