

Group decision making for a manufacturing organization considering intensity of preference

Chakraborty, P.S.^{a,*}, Sarkar, B.^b, Majumdar, G.^c

^aAdult, Continuing Education and Extension Department, Jadavpur University, Kolkata, India

^bProduction Engineering Department, Jadavpur University, Kolkata, India

^cMechanical Engineering Department, Jadavpur University, Kolkata, India

ABSTRACT

To remain competitive in this global market, time to time organizations must decide about some strategic issues, future course of action and implementation strategies. Group decision making is always better than individual decisions as group talent is more than that of any individual. The main purpose of this paper is to represent a group decision making model considering the preference of individual participants. In real life, decision making processes are based on Yes-No voting system, which may not reflect the decision makers real intention. This paper deals with a case study of strategic decision making for an organization with the help of Analytic hierarchy process based group decision making model considering preference intensity of individual voters. The final decision is taken based on the ratio of benefit from particular criteria to cost and associated risk involved on that particular criterion. It is observed that this model takes care of objective as well as subjective criteria simultaneously. One possible limitation is that all the alternatives may become unsuitable in a particular case. This model is easy to apply as it is based on traditional Analytic hierarchy process method. This methodology can be used in any kind of societal selection process.

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*Corresponding author:

p_s_c2001@yahoo.com
(Chakraborty, P.S.)

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