عنوان فارسی مقاله:
کاربرد اعداد فازی در روش برنامه ریزی استراتژیک کمی با MCDM

عنوان انگلیسی مقاله:
An Application of Fuzzy numbers in Quantitative Strategic Planning Method with MCDM

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل
با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک می‌شود.
5. Conclusions

The QSPM method has proven to be a useful strategic planning tool for several types of organizations; large, small, profit, and nonprofit firms. A limitation of QSPM, however, is that it can only be as good as the provided information and the analysis method up on which the strategy rankings are based. As a result, the success of QSPM necessitates careful judgments by experts in assigning attractive scores. In doing so, if crisp numbers are used instead of linguistic terms, the obtained sum total attractive scores may be too idealistic and the difference between strategies can be difficult to distinguish. A method for improving QSPM was proposed using fuzzy numbers as input information and also the TOPSIS MCDM index was suggested in calculating the sum total attractive scores. The results showed improvements in prioritization of strategies for a Tile Company. Similar to other strategic planning tools, the fuzzy QSPM should not dictate final decisions, it should rather be used as decision aid for DMs. As a potential future work, the proposed methodology may be examined for its robustness as compared to the conventional QSPM.