عنوان فارسی مقاله:
یک روش Fuzzy MCDM فازی ترکیبی جهت سنجش عملکرد شرکت های داروسازی در دست عامه

عنوان انگلیسی مقاله:
A hybrid fuzzy MCDM method for measuring the performance of publicly held pharmaceutical companies

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 نمایید.
5 Conclusion and future research directions

The effects of financial markets on the economic growth and progress of developing economies is undeniable. The primary function of the financial markets is to effectively move capital markets and allocate financial resources to various sectors of the economy.

Various performance evaluation methods can be used to help investors make informed decisions by following the measured growth and the dynamics of companies on the Stock Exchange.

In this study we proposed a new method for measuring the efficiency of pharmaceutical companies. Financial and non-financial metrics were used in the proposed method within a BSC framework. The DEMATEL approach was used to capture the causal relationships and the interaction between the BSC perspectives. Fuzzy ANP was used next to determine the relative importance of the factors within a network structure. High priority factors were then divided into the input and output factors. To measure the performance of the pharmaceutical companies (represented by DMUs), two fuzzy DEA models [i.e., the model proposed by \textit{Wang and Chin (2011)} and the model proposed by \textit{Khalili-Damghani et al. (2011)}, were modified based on the weight constraints developed using the fuzzy ANP. Finally, statistical tests were performed to check whether there were differences between the achieved ranks. The high correlated methods were discarded and an aggregation method based on Shannon’s entropy proposed by \textit{Soleimani-damaneh and Zarpisheh (2009)} was applied to rank the DMUs.