Abstract

Strategic management is a term used to describe a decision process. It relates to the strategy in which decisions are made and activities are performed in order to achieve company goals most effectively. Our previous research on strategic decision-making combined both SWOT and ANP within the same case study. Now, we propose to use another method of analysis, as the values of indicators and attributes that impact the decision making process are often vague and imprecise. Therefore in the current research design we aim to use both SWOT and the Fuzzy approach of ANP to measure weight priorities. In order to obtain higher certainty and accuracy across a number of criteria comparatively our results suggested that SWOT and Fuzzy methodology use an enhanced version of the previous SWOT and ANP analysis and is not only a more accurate guide for strategic management at IUH but also leads to improved effectiveness for related decision-making processes.

References


Index Terms

Computer Science  Fuzzy Systems
Keywords

MCDM, Strategic management, Fuzzy Analytic Network Process (Fuzzy-ANP), IUH (Industrial University of Ho Chi Minh city).