

# **AHP APPLICATION IN BANKING: UNFOLDING UTILITY IN A SITUATION OF FINANCIAL CRISIS**

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## **ABSTRACT**

The paper reviews application of Analytic Hierarchy Process (AHP) in the finance sector with specific reference to banking. The paper also describes feedback from bankers' community in Nepal on utility of AHP as a decision support tool. We have put effort to explore and demonstrate utility of AHP application in banking in the situation of global financial crisis.

Despite of widespread and consistent application of AHP in business and industry, its application in banking sector is commonly initiated in the late nineties. Application of AHP in Southeast Asian countries and cases appeared in literature are observed after the regional financial crisis in mid nineties. AHP has been seen as a high potential decision support tool in banking sector in the days to come. We have also presented a bibliography of AHP application in banking in the paper.

Keywords: AHP, Banking, Banking decision-making, financial crisis

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