

COMPARING MADM TECHNIQUES FOR USE IN PERFORMANCE MEASUREMENT

Başar Öztayşi*
İstanbul Technical University
Istanbul / Turkey
E-mail: oztaysib@itu.edu.tr

İrem Uçal
İstanbul Technical University
Istanbul / Turkey
E-mail: iremucal@gmail.com

ABSTRACT

Performance measurement has become one of the success factors in business world. Organizational performance measurement can be stated as a multi attribute decision problem. In this study, we evaluate the MADM techniques as a potential tool that can take place in performance measurement systems. In this manner, we will be discussing the performance measurement frameworks in the literature and then analyze current analytic applications in the area. The specific requirements in organizational performance measurement are emphasized and the possible MADM techniques are evaluated according to these requirements.

Keywords: Performance, performance measurement, MADM techniques

* Corresponding author