INTEGRATING THE ANALYTIC NETWORK PROCESS AND THE BALANCED SCORECARD FOR STRATEGIC IT OUTSOURCING DECISION MAKING

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ABSTRACT

In outsourcing, management seeks to achieve costs savings, operational efficiency, customer satisfaction, and/or company growth. We integrate the ANP with the perspectives in Balanced Scorecard (BSC) for IT outsourcing decision making. The proposed BSC-ANP model helps evaluate the impact of decision on firm performance and confirms the existence of indicator interactions.

Keywords: Outsourcing, ANP, BSC, Strategic Decision