

## E-Certificate webinar on “Application of Analytic Hierarchy Process (AHP) in Problem Solving & Decision Making for business”

### ABOUT THE WEBINAR:

The success of any business relies on the decisions being taken at various levels amongst many of the available alternative. It's prudent for decision makers to select the best option using their best sense of judgement in the interest to their business. With the prevalence of risk & return associated with each actionable decision/choice, managers and decision makers arrive at an optimal decision using various tools/ techniques. One of most proven techniques is Multi-Criteria Decision Making (MCDM) wherein all variable parameters/ factors which impact the decision making process are considered by using tools like Analytic Hierarchy Process (AHP). AHP is a problem-solving framework and a theory of measurement which is used to evaluate complex multi-attribute alternatives among one or more decision-makers. This has been applied extensively to problems involving multiple criteria, and where the evaluation of alternatives is mostly subjective in nature.

### WEBINAR TAKEAWAYS:

- Introduction to MCDM and its utility in business
- Application areas of AHP in solving business decisions
- AHP methodology and solution approaches
- Case study and discussions

20<sup>th</sup> May 2021  
3:00 PM – 4:30 PM

Rs. 236/-  
inclusive of GST

### SPEAKER PROFILE:

Dr. Ratri Parida is working as Associate Professor at International School of Business and Media (ISBM), Pune and is also a Visiting Research Fellow at Guildhall School of Management, London Metropolitan University. She was one of the founding faculties at Indian Institute of Management (IIM) Sambalpur and associated with premier institutes like National Institute of Construction Management and Research (NICMAR), Pune and VIT Vellore. She completed her PhD from the Dept. of Industrial and Systems Engineering, IIT, Kharagpur. In addition to her publication in many reputed national & international journals, she also acts as ad-hoc reviewer in many international journals and conferences. Her research interest focuses specifically on operations management, Industry 4.0, supply chain sustainability, and healthcare supply chain. She has more than 10 years of experience in research and teaching.



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