

應用競局理論於群體多準則決策之研究-以高科技產業之營運因素評選為例

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摘要

在管理決策領域中，多屬性決策方法常被廣泛應用做為評估方案之技術。然而，在種類繁多的多屬性決策中，多半缺乏數學的理論基礎。由於競局理論在許多方面的應用都有不錯的成果，且具有一定的數學根據，因此本研究以競局理論建立一套多屬性決策方法，在這套方法中主要的優點有三項：增加數學的理論基礎、提供客觀的決策和加快問卷收集的速度，並且以目前半導體產業之營運因素做為案例之研究，以驗證本研究方法之適用性。

關鍵詞：多屬性決策，競局理論，半導體產業

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