

The Development of Productivity Management and Decision Support Models for Manufacture Industry A Case Study of Marketi

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ABSTRACT

This research aims to probe into the manufacture industry of marketing system. From the viewpoint of productivity, to aim at analysis marketing market achievement and set up the decision support model to suit them. The research will discuss the input-output factors of the marketing systems in advance. Then, the methodology of Analytical Hierachy Process (AHP) as well as Data Envelopment Analysis (DEA) will be applied for weighting, evaluation and improvement process; a decision support model will be developed for productivity models being constructed. Then, aim at the marketing system of decision problem, such as manpower control decision, equipment investment decision, space decision and sundries decision etc..., in order to develop decision support model for marketing systems. Through the decision support functions, managers can analyze marketing decisions from the viewpoint of productivity; therefore, enhance the quality of marketing decisions. Finally, a case study of automobile industry is adopted for illustrating and validating the performance of the productivity management models as well as the Marketing systems decision support models being developed and then improve productivity of the marketing system.

Keywords : Manufacturing Industry ; Marketing System ; Productivity Management ; Analytical Hierachy Process ; Data Envelopment Analysis ; Decision Support Model

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