

STRATEGOS *Technical Workshop*

Strategic Decision Making in Complex Problems by the Analytic Hierarchy Process (AHP)

9.00-13.00, January 20th, 2019, Aula DIME MIG, via Opera Pia 15, 16126 Genova, Italy
POC: Prof. Antonella Petrillo, Parthenope University, antonella.petrillo@uniparthenope.it

The workshop presents Fundamentals & Applications of AHP to improve Decision Making process in Complex Systems without any pre-requisite for sophisticated mathematical background, giving a quick & intuitive understanding of this method

Workshop Description:

The workshop teaches how to make **High-impact Decisions** that are **Reasoned, Defensible**, and will lead to having greater success in both making these Decisions and in **Justifying them by Individuals & Organizations**. Most complex decisions involve many interested parties with **Conflicting Interests & Objectives** and **Many Factors**, especially **intangible** ones like **social, environmental** and **political influences** alongside **economic** ones. All these factors need to be prioritized and integrated under common goals. Such complex decisions have benefits, **Opportunities, Costs** and **Risks** that need to be addressed. How to put this together to make the most effective decision is the object of the Workshop on the **Analytic Hierarchy Process (AHP)** and its generalization the **Analytic Network Process (ANP)**. This method is in use in major Industries and was successfully used during major International Negotiations. The subject provides a **New Way of Thinking** about **Decision Problems**. Attendees are exposed to a variety of **Applications** and will **get hands-on practice** with the very usable **Super Decisions software** that facilitates this way of decision-making. You are urged to **bring your own laptop** to class during this Workshop, **Software will be provided**. Prof. Petrillo is a major expert that has worked with the AHP inventor, Prof. Saati, at University of Pittsburgh and on several Industrial Applications of this Methodology.

Free Access for Industries, Professionals and STRATEGOS Classes



Joint Cooperation

