Analyzing Company Attractiveness Using Multi-Criteria Methods

Azuka Peter Isaac

Hasselt University, Belgium

Background

The competitive nature of businesses in the twenty first century has led to new discoveries, inventions, as well as new innovations. In businesses, decision-makers are faced with decision dilemma. However, the specialty of MCDM tools is in evaluating relative performance, and setting appropriate benchmarks to help decision-makers to rank various alternatives on the basis of various conflicting criteria measured in different units and to come up with the best decision. This research was based on 23 countries where decision-makers were asked to rank 17 variables that attract employees. The M-TOPSIS method provided a robust result than the mean method.

Research Questions

- Is there a difference between TOPSIS and Modified-TOPSIS? This research question is established to analyse the difference(s) between the two methods.
- To what extent does the ranking of genders different? This research question seeks to establish any difference(s) and/or similiarities between the rankings in the male and female categories. This is to enable gender balance in organisations.
- To what extent does the rankng of country's different? The aim of this question is to investigate any difference in the ranking of the 17 variables across the 17 countries. This is important for oraganisations as it highlights country's pecularity.

Methodology

Literature Review → Data Exploratory → Analyze Data → Interpret Results
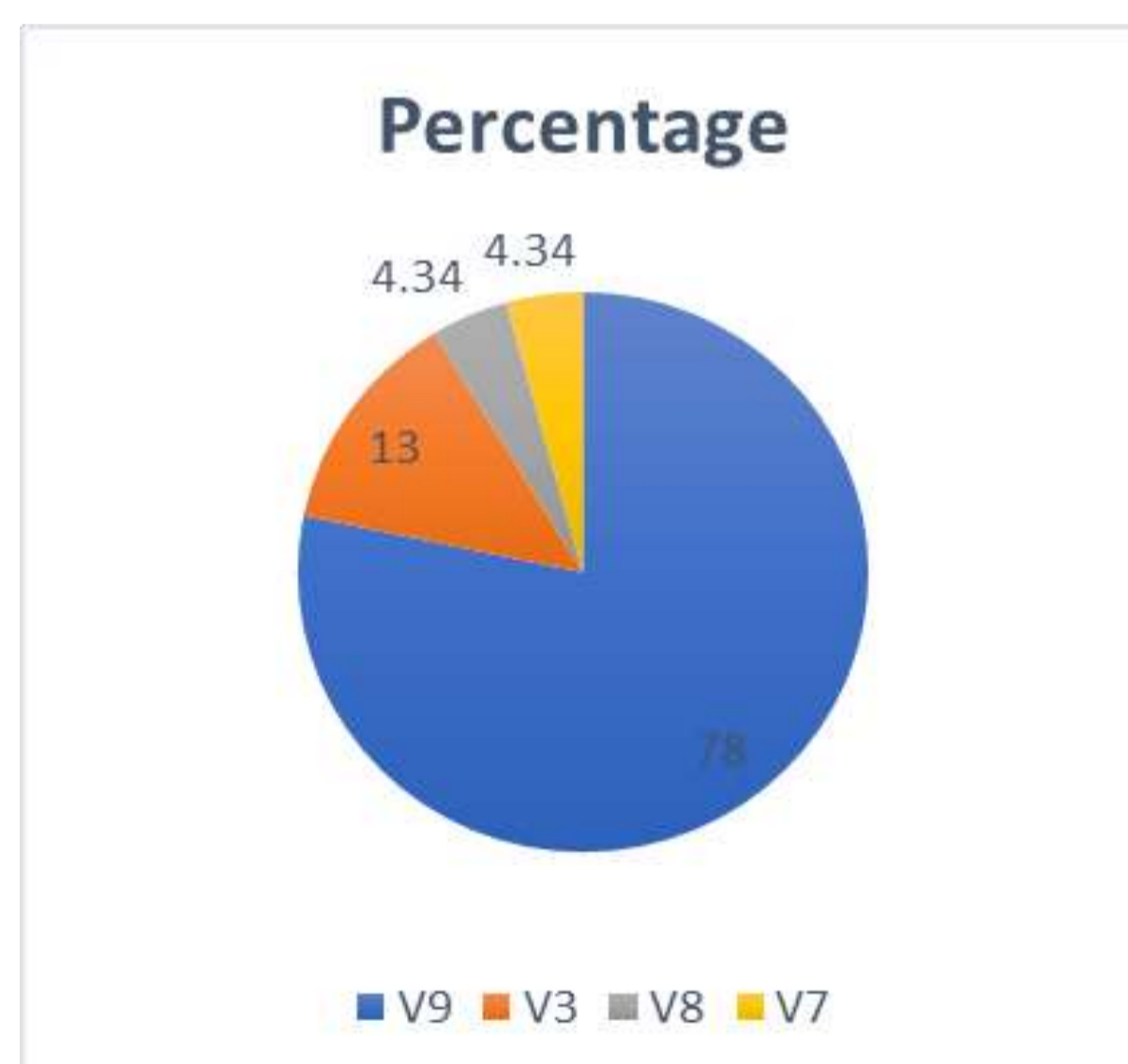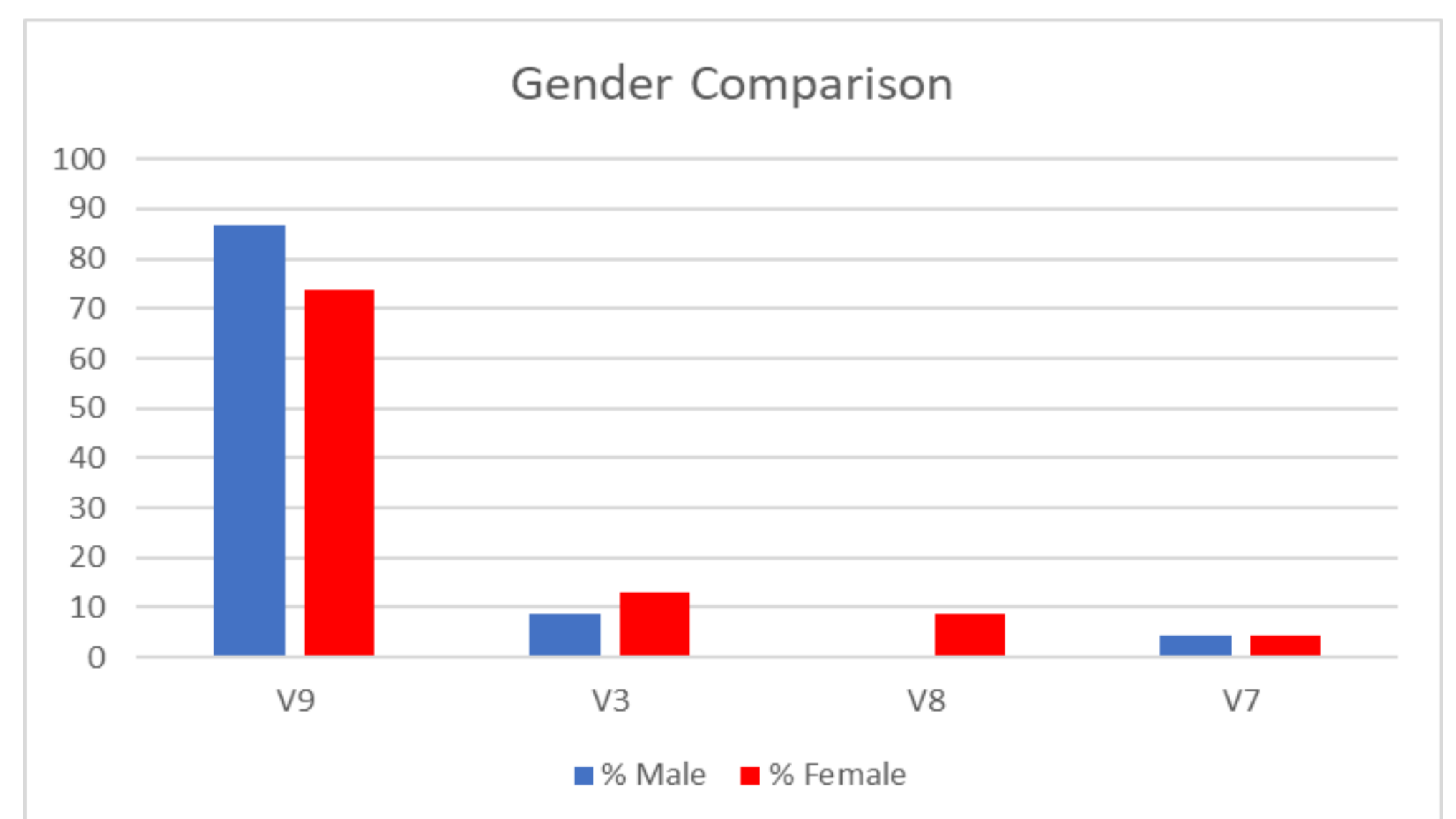
Results

- Group 1 and Group 2 = countries with same colour profiles.
- Others = countries with different colour profiles.
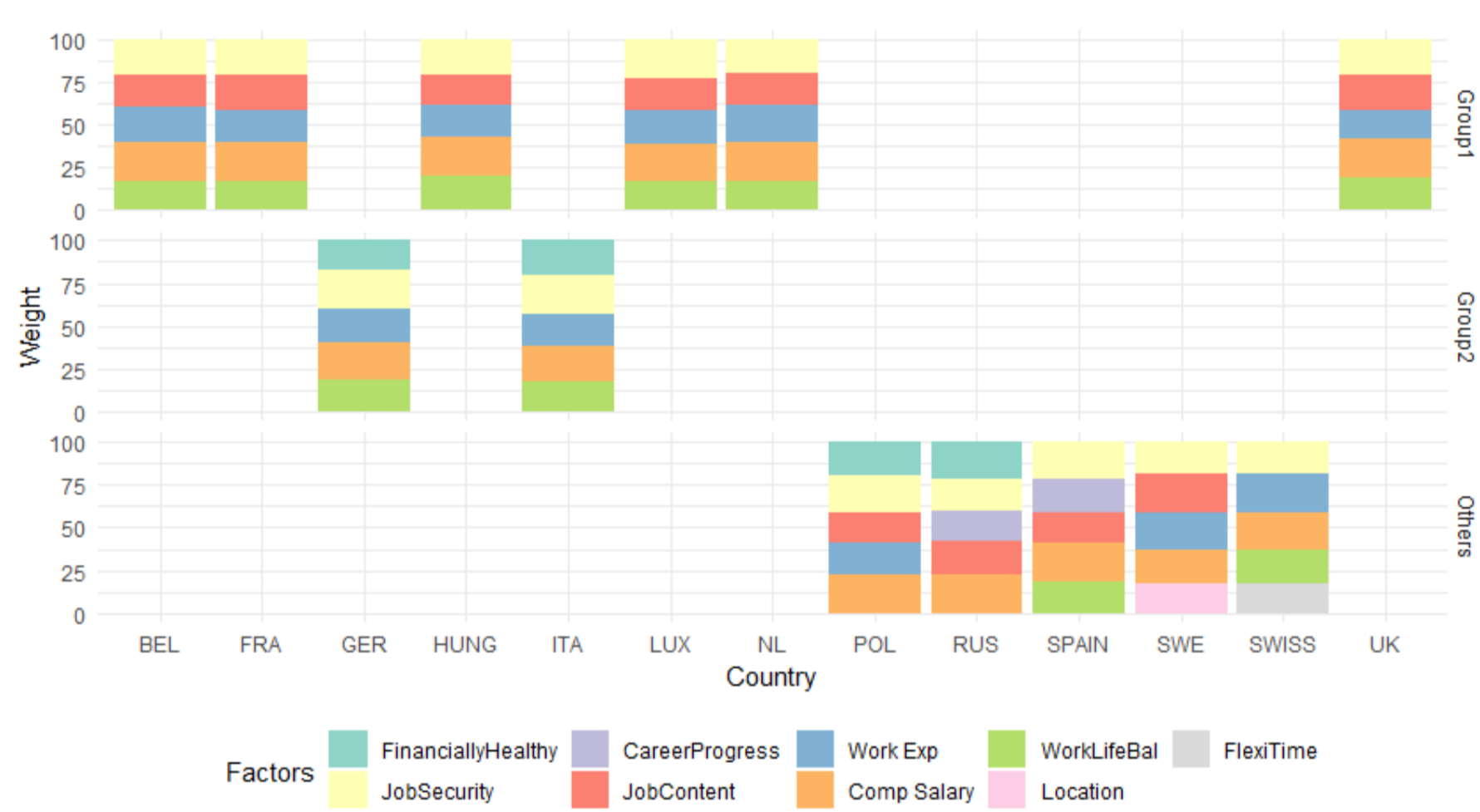
- Percentage distribution of top four variables with variable 9 rankedf first (78%).
- Variable 9 = 'Offers competivite salary and employee benefit'.

- Ranking of variables by male and female genders.
- Best ranked variable by both genders = variable 9

- 3 different groups identified within the 13 European countries.
- Country specific differences is important in European countries.
- Different rankings associated with the Others groups
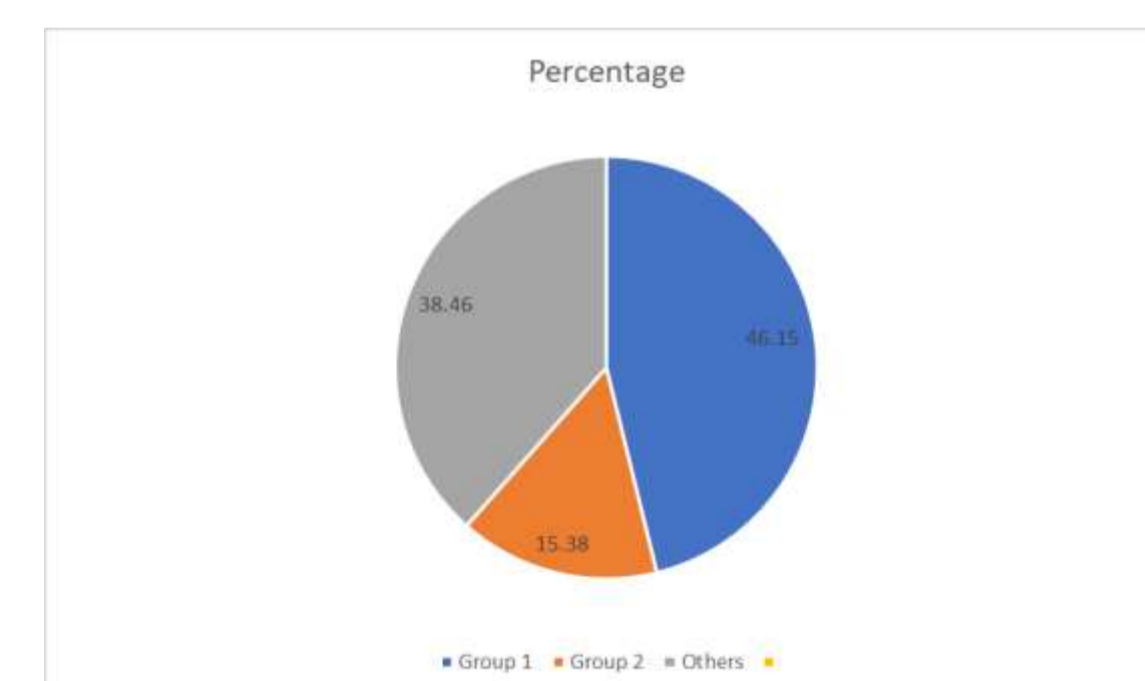
Conclusions

General

- The Modified-TOPSIS method proves to be more efficient method in ranking variables with preference criteria. It can handle partial rankings.
- Some similarities and differences between the countries and genders were observed in some countries.
- Employees are attracted to competitve salary plus employee benefits.

Suggestions

- Other factors other than country and gender can be investigated.
- Decision-makers should give priority to variables that attract employees.
- Decision-makers should consider country specific characteristics and differences.

References

Dikopoulou, Z., Napoles, G., Papageorgiou, E., & Vanhoof, K. (2015). *Ranking and aggregation of factors affecting companies' attractiveness.*

Chitnis, A., & Vaidya, O. S. (2018). Efficiency ranking method using SFA and TOPSIS (ERM-ST): case of Indian banks. *Benchmarking: An International Journal, 25*(2), 471-488.