

Has Decision Maker Been Given Prominence in the Goal Programming Model?

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Abstract: The main criticism that was laid against the mono-criterion paradigm is that the researchers work in isolation from the practical world. It has been stated that the developed models do not consider the Decision Maker's (DM) preferences. The DM is quite absent during the decision making process. The researchers have been more concerned with the analytical rigor of models than their potential utility. The Multi-criteria Decision Aid paradigm claims that the DM has to be in the center of attention of the knowledge production activity. The main question that can be raised is "has this new paradigm achieved its mission"? In this presentation, I will discuss modelling of the DM's preferences in the Goal Programming Model.