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SUPPORTING GROUP DECISIONS WITH THE AHP - HARMONIZATION VS. AGGREGATION OF PREFERENCE


Abstract:

We analyze two different procedures for generating a group decision with the Analytic Hierarchy Process (AHP). The common method for reaching an agreement is to harmonize individual preferences, which requires compromises throughout the decision process. In contrast, we emphasize here the value of the AHP as a tool for supporting each individual separately. We show that preference 'harmonization' generally leads to inefficiency when decision problems involve multiple issues. We provide a utilitarian issue-by-issue approach of preference aggregation' that ensures an efficient outcome for the complete multiple-issue decision problem.