

# Preface

Decision making is the process of choosing one of the alternatives. The principal duties of the managerial positions in the public and private sectors are to decide. Decision-making is a process that requires a series of actions and needs to be considered with precision. Together with the process of globalization, competition between enterprises has increased. This increase in competition has brought about changing and differentiated customer demands and expectations. Customers have started to demand a higher quality product, faster delivery, more reliable, and lower prices. This situation also presents the concept of uncertainty. The future is uncertain. Businesses are struggling to survive against uncertainty of the future, increasing competition, and changing customer paradigm. Multi-criteria decision-making- MCDM is the most advanced techniques used by decision-makers in decision-making in uncertain environments.

The MCDM is a set of mathematical techniques in which the criteria affecting our decision are weighted and included in the model while making decisions among multiple alternatives. These techniques are now widely used in decision making in uncertain environments. MCDM techniques are not just for selection; sorting, weighting and thus performance measurement. The usage areas are different as well as their aimed areas. In the literature; It is seen that these techniques are used in many different subjects such as supplier selection, machine selection, selection of the most suitable location, measurement of performance of companies, and even selection of spouses.

The main focus of this book is the measurement of the performances of websites by using MCDM techniques. In order to survive in aggravated competition and uncertainty environments, enterprises make serious investments in technology in line with the requirements of the era. Many of their activities and services are provided to customers through the websites they have prepared. However, only the existence of websites is not enough. Continuous monitoring of this investment and performance should be measured at regular intervals. The use of MCDM techniques to measure the performance of the websites is a relatively new field of study, considering other areas of use. Therefore, we believe that this book will be an important resource

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for the managers in different fields of business in order to help the undergraduate and graduate students. We would like to thank the researchers who supported the completion of this project with the belief that this will be beneficial to the readers.

## **THE PURPOSE AND THE TARGET AUDIENCE OF THE BOOK**

The main aim of the study is to perform the performance of the websites with multi-criteria decision making techniques and to provide decision support to decision makers. Nowadays, the activities of the companies with the Internet technologies to perform the measurement of the performance of websites has made more significant. Enterprises that want to provide more qualified and high quality services to their customers also increase their investments in internet technologies. While the profitability of the enterprises with high performance is high, other enterprises disappear in heavy competition environments. Measuring the performance of the websites is crucial not only for private sector enterprises, but also for public organizations. States reduce the bureaucracy in the public sector with the electronic services they offer to their citizens while at the same time gaining serious savings. As a result of an effective performance measurement, public decision makers will also use resources more optimally. In this context, making these evaluations from a multi-criteria point of view will reduce the effects of the uncertainty of the future.

This book serves the following broad audience:

- Researchers in academia
- Business Executives and IT Personnel
- Students studying towards Management Information Systems, Business Administration, Statistics and both undergraduate and post graduate levels
- Web Design Developers and Marketing and Sales Managers.

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