



The Evaluation of Corporate Image and Reputation in the Iranian Airline Market by Fuzzy MCDM Approach

Zahra Yavari

Assistant Professor, Faculty of Management, Sheikh Bahae University,
Isfahan, Iran

Abstract

In the past, corporate image was a vague concept that was difficult to measure quantitatively, now Fuzzy Multi Criteria Decision Making (FMCDM) model can qualify subjective concepts such as corporate image. In the recent competitive airline market, it is necessary for a firm to be able to determine corporate image criteria and measure them. Having a good image and understanding the competency traits of the corporations may yield distinctiveness to achieve a truly good reputation. This survey use FAHP for evaluating the weights of criterion and Chang's EA method for ranking airlines. The evaluation procedure of this study consists defining criteria, determining weights of criteria, calculating performance measure, and ranking of airlines. We found that the most important aspects are economics and management and the least important one is morality. Safety, employee's skills and cabin services are the three major important criteria and the selling channel is the poor one.

Keyword: Corporate Image, AHP, Fuzzy MCDM, Chang's EA, Airline,.