

**SUPPLIER EVALUATION USING MCDM
APPROACHES: A CONCEPTUAL REVIEW**

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ABSTRACT

Today is more important decision to select and evaluating supplier for the firm and organizations. Supplier evaluation is one of the most decisive activities of an organization. It determines the survival of the organization and firm in terms of finance, products and reputation. In the research paper, supplier evaluation is targeted for a virtual industry and the conceptual research work for the purpose is being presented. For intention of supplier evaluation distinguished Multi criteria decision making (MCDM) techniques, Analytical hierarchy process (AHP), Weighted product model (WPM) and Weighted sum model (WSM) is being targeted by the researchers. As the result of completion of the research work, the comparison among three MCDM techniques is also targeted.

KEYWORDS: *Supplier Evaluation, Multi Criteria Decision Making (MCDM), Analytical Hierarchy Process (AHP), Weighted Product Model (WPM), Weighted Sum Model (WSM)*

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