

Soft Computing; Investigators from Sichuan University Target Soft Computing (Pythagorean Fuzzy Vikor Approaches Based On Todim for Evaluating Internet Banking Website Quality of Ghanaian Banking Industry)

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FULL TEXT

2019 JUN 15 (NewsRx) – By a News Reporter-Staff News Editor at Psychology & Psychiatry Journal – Research findings on Soft Computing are discussed in a new report. According to news reporting out of Chengdu, People's Republic of China, by NewsRx editors, research stated, "With the rapid development of Internet banking technology in Ghana, the website quality evaluation is the essential core of the customer, which is regarded as a multi-criteria decision making (MCDM) problem. Due to the uncertainty of Internet banking, the evaluation of criteria may be measured by Pythagorean fuzzy numbers (PFNs)."

Funders for this research include National Natural Science Foundation of China, Fundamental Research Funds for the Central Universities of China, Social Science Planning Project of the Sichuan Province, China.

Our news journalists obtained a quote from the research from Sichuan University, "In addition, the customer usually does not exhibit complete rationality in the decision procedure. Based on the traditional VIKOR (Vise Kriterijumska Optimizacija I Kompromisno Resenje) method of MCDM, this paper provides a new perspective of a compromised solution, which can handle the decision maker's psychological behavior by inducing TODIM (a Portuguese acronym meaning Interactive Multi-Criteria Decision Making). By defining Pythagorean fuzzy entropy and cross-entropy measures, we study the determination of the weights of the criteria in advance. Then, considering the psychological behavior of the customer, we design two types of strategies for the combination between TODIM and VIKOR. Meanwhile, the corresponding methods have been developed, i.e., Approaches I and II. After that, a simulated example of ranking Internet banking websites in the Ghanaian banking industry is given to illustrate the validity and applicability of our proposed approaches."

According to the news editors, the research concluded: "Finally, we utilize the Wilcoxon signed-rank test and then discuss the differences among VIKOR, TODIM and our proposed methods."

For more information on this research see: Pythagorean Fuzzy Vikor Approaches Based On Todim for Evaluating Internet Banking Website Quality of Ghanaian Banking Industry. *Applied Soft Computing*, 2019;78():583-594.

Applied Soft Computing can be contacted at: Elsevier Science Bv, PO Box 211, 1000 Ae Amsterdam, Netherlands.

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Our news journalists report that additional information may be obtained by contacting Z.S. Xu, Sichuan University, Business School, Chengdu 610065, Sichuan, People's Republic of China. Additional authors for this research include D.C. Liang, Y.R.J. Zhang and A. Jamaldeen. and can be your direct source for a journal article and its citation.

Keywords for this news article include: Chengdu, People's Republic of China, Asia, Soft Computing, Investment and Finance, Psychological, Sichuan University.

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