

- Compare the features listed by the attendees with those reported in MCDA-MSS and study if they match and/or if any is missing in the lists of the attendees, as well as in MCDA-MSS.

Here below is the workshop program.

EDT (am)	CEST (pm)	Virtual MCDA-MSS workshop program, 1 June 2021
8.00 – 8.05	2.00 – 2.05	Welcome
		Introduction to MCDA-MSS
Session 1: 8.05 – 9.00 (55 min)	Session 1: 2.05 – 3.00 (55 min)	Description of MCDA-MSS & its sections Problem typology, preference model, elicitation of preferences, exploitation of the preference model
		Co-Constructing MCDA methods selection
Session 2: 9.00 – 9.40 (40 min)	Session 2: 3.00 – 3.40 (40 min)	Discussion of features from the attendees & their case studies Missing features in the attendees' lists; missing features in MCDA-MSS; case studies analysis
9.40 – 9.50	3.40 – 3.50	Coffee break
Session 3 A: 9.50 – 10.30 (40 min)	Session 3 A: 3.50 – 4.30 (40 min)	Application of MCDA-MSS by the attendees 20 min guided exercise led by the moderator, 20 min use of MCDA-MSS individually or in small groups
10.30 – 10.35	4.30 – 4.35	Coffee break
Session 3 B: 10.35 – 10.55 (20 min)	Session 3 B: 4.35 – 4.55 (20 min)	Application of MCDA-MSS by the attendees 20 min discussion with all the attendees to identify trends/discuss issues
Session 4: 10.55 – 11.00 (5 min)	Session 4: 4.55 – 5.00 (5 min)	Summary & next steps Summary of the event & planning of deliverables

### Interested to attend the workshop?

You can sign up [here](#) and choose between attending:

- Session 1 only (presentation of MCDA-MSS): no limit to the number of attendees
- Sessions 1-4 (the whole workshop): **this option is limited to ~20 people (first-come, first-served)** to guarantee a manageable and constructive experience for all the attendees. So, sign up early! Please note that if you choose this option you agree to prepare by 16 May 2021 the background material as described in the workshop presentation (available here too: <https://www.dropbox.com/s/ihz1mgvgboo89uf/MCDA-MSS%20workshop%20presentation.pdf?dl=0>)

**Web site for Announcements and Call for Papers:**  
[www.cs.put.poznan.pl/ewgmcda](http://www.cs.put.poznan.pl/ewgmcda)



## MCDM consultancy companies

MCDA Consulting LLC  
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Based in Cleveland, Ohio, USA

MCDA Consulting helps organizations in the public, private and not-for-profit sectors prioritize competing alternatives and navigate complex decision-making problems. The company specializes in Multi Criteria Decision Analysis, the methodology for which it is named, primarily employing Multi Attribute Value or Utility Theory. Its clients are encouraged

to learn that whenever decisions are complicated, tradeoffs between alternatives exist, subjectivity is present, and accountability is necessary, MCDA can help in the ranking and alternative selection process.

Gina Beim, a registered professional engineer in the State of Ohio, USA, is the founder and president of MCDA Consulting. She first explored the science of Decision Making while a civil engineering student in her native Brazil, as a research assistant on the application of Electre to a road configuration project. Gina's interest in applying Multi Criteria Decision Making to real world situations continued as she earned MS degrees in Systems Engineering and Operations Research, and an MBA from CWRU. Her research included using MAVT for the selection of countries for business expansions and for projects for venture capital funding. Gina also attended the International Summer School on Multiple Criteria Decision Aid in Montreal, Canada.

A sample of MCDA Consulting projects includes the evaluation of alternatives for the replacement of a decaying bridge in Cleveland, Ohio; the multi criteria screening of college education programs for refugees; the ranking potential local election candidates independent of partisan affiliation; the evaluation of watershed preservation initiatives and development of the optimal portfolio of projects that meets an organization's budget.

## MCDA Consulting LLC



### Recent contributions in brief

J.L. García-Lapresta, P. Moreno-Albadalejo, D. Pérez-Román and V. Temprano-García (2021). A multi-criteria procedure in new product development using different qualitative scales. *Applied Soft Computing* 106, 107279.

This paper is the last one included in our project "Qualitative Scales"

(see <https://www.researchgate.net/project/Qualitative-scales>).

In our seminal paper "Ordinal proximity measures in the context of unbalanced qualitative scales and some applications to consensus and clustering", by J.L. García-Lapresta and D. Pérez-Román, published in *Applied Soft Computing* 35, pp. 864-872, 2015, we introduced the notion of ordinal proximity measure (OPM) in order to manage the perceptions between the linguistic terms of non-uniform ordered qualitative scales in a purely ordinal way.

Now, in this paper, a new multi-criteria procedure is devised for new product development decision-making made from survey data. Groups of panelists evaluate several product