

# BUSINESS TO BUSINESS MULTI- CRITERIA VALUE ASSESSMENT

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# Goal

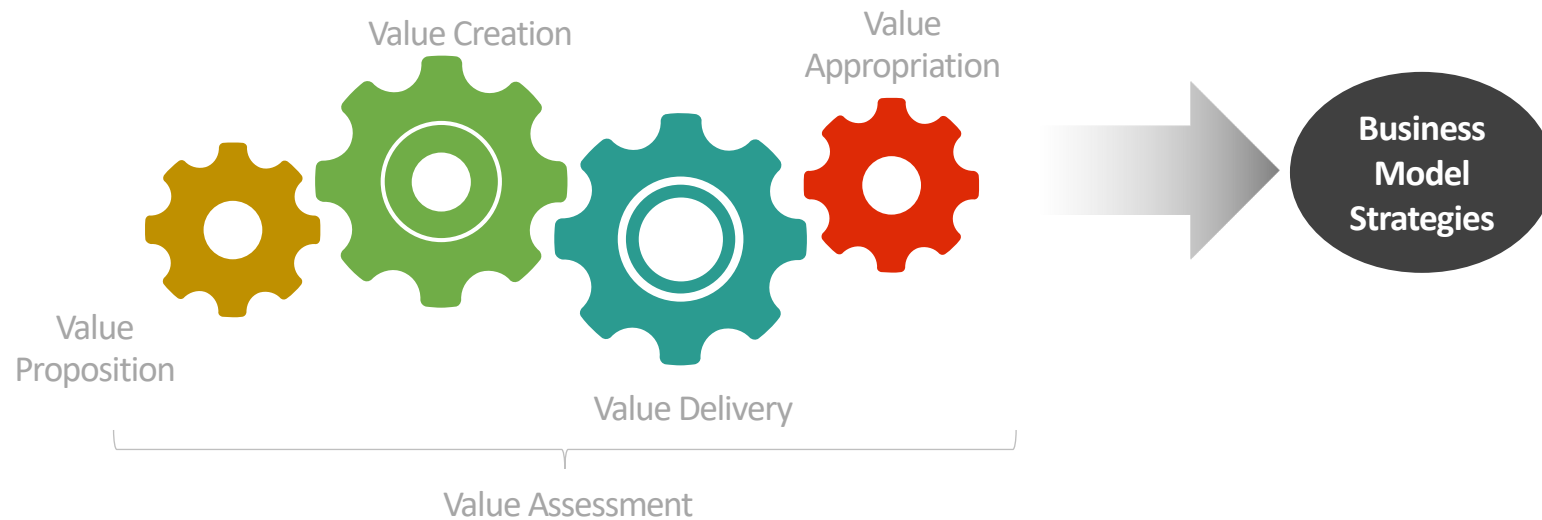


This paper aims to propose a theoretical approach to apply a multi-criteria decision-making process for value assessment in business-to-business markets supply chain.

# Introduction

“Strategic decisions involve the selection of business areas for a firm to explore and the internal leverage of a firm's resources to position itself in the industry.” (Ghezzi, et al., 2015)

The value assessment is the essence of marketing strategy and a statement of the firm's core strategy. (Payne et al., 2020)



Source: Ghezzi et al., 2015.

# Introduction

Academic researches about value assessment focused on Business-to-Business (B2B) markets are still little explored.



## **B2B organizations**

can gain advantageous foothold in markets they serve by fully understanding customer's unique requirements.

(Mishra et al., 2020)



## **B2B markets**

are roughly equal to B2C in terms of economic value but presents fewer academic researches than this one.

(Lilien, 2016)



## **Value Assessment**

in B2B organizations are still poorly understood, even being recognized as one of the most important principles.

(Payne et al., 2020)

# Introduction

Value Chain relations from “B2B” to B2C” are relevant to reach consumers’ expectations on products or services.



## Business-to-Business

are commercial and partnership relations between corporations involving the transfer of raw materials, components and services...

## Business-to-Consumer

encompass the relations between a corporation and its solution’s end-users.

# Hypothesis

If the Analytic Hierarchy Process (AHP) method is employed on value identification in a B2B SC, market relations tend to become more dynamic, losses reduced, and final consumers will be delivered better goods.

❖ Consolidated multi-criteria method <sup>(1)</sup>



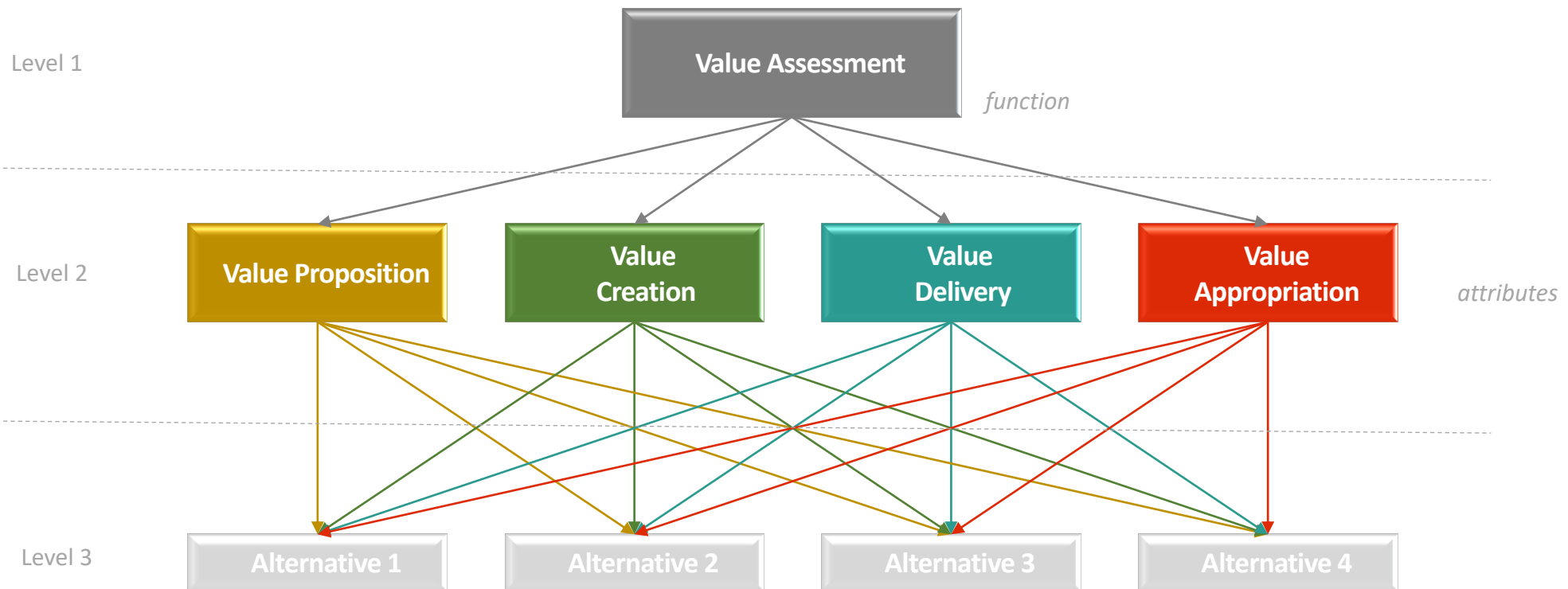
❖ Mathematical simplicity & flexibility <sup>(2)</sup>

❖ Ability to quantify human perceptions <sup>(3)</sup>

❖ Ability to assist companies making more accurate business decisions <sup>(4)</sup>

# Application

The value assessment function and attributes shall consider the alternatives and specifications of each industry to be assessed. The AHP judgements are meant to be performed by the decision markets of a specific Supply Chain.



# Conclusion

**Goals** were **achieved** as proposed.

Premises consider that decision-makers have equitable knowledge.

It was observed that the **presented hypothesis** is **valid** and should be **developed**.

**Multi-Attribute Value Theory (MAVT)** can be **also employed** and results **compared** with **AHP results**.

Data simulation can also be integrated in future AHP applications for strategical business planning.