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**PANEL DISCUSSION:
METHODS FOR TEACHING AHP**

Chair: Ernest Forman

George Washington University, Washington D.C., USA

Forman@GWU.EDU

Panel: to be announced in the program delivered at the registration

AHP is being taught at a large number of Universities in the United States as well as around world. The panel members in this session will discuss ways that they have found to be most effective in teaching AHP.

Session Chairman's remarks: AHP is often viewed as 'just another' analytical method. While there are many types and methods of analysis taught in Universities, AHP is quite different and unique because of its ability to synthesize, rather than analyze. Organizations that attempt to employ analytical methods are sometimes subject to 'analysis paralysis' because it is not uncommon for different analyses to point in different directions. A financial analysis might favor one alternative, an operations analysis a second, and a marketing analysis a third. Rather than teach AHP as just another method of analysis, we suggest focusing on how the three principle facets of AHP -- structuring, complexity, measurement and synthesis -- are applicable to all complex problems. AHP should be taught as a methodology that enhances, rather than replaces, other analytical methods by enabling the synthesis of multiple objectives, values, judgments, and data.