

AHP ȘI FUNCȚIA COBB-DOUGLAS APLICATE ÎN MANAGEMENTUL RISCULUI ÎN LANȚUL DE APROVIZIONARE

AHP AND COBB-DOUGLAS FUNCTION APPLIED IN SUPPLY CHAIN RISK MANAGEMENT

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Abstract: Most of the supply chains nowadays are complex and exposed to various type of risks. Therefore, the assesment and mitigation of these risks is critical for the companies' performance and competitiveness. The intent of this paper is to offer a perspective on how AHP method and Cobb-Douglas function can be combined to offer a reliable solution in identifying, ranking and prioritizing risks in the supply chain management. While AHP method can be used to determine the weight associated with each risk factor identified, the Cobb-Douglas function can be used to determine the overall risk level of the companies' supply chain. This work can serve forward as a guide for other researchers which might be interested to explore deeper the AHP and Cobb-Douglas application in supply chain risk management.

Keywords: Supply, Chain, Risk, Management, AHP, Cobb-Douglas function