Optimal selection of international exhibition agency by using the delphi method and AHP

Pi-Fang Hsu *
Hsin-Yu Chiang †

Department of Communications Management
Shih Hsin University
No.1, Lane 17, Mu-Cha Road
Sec.1, Taipei, 11604
Taiwan, R.O.C.

Chin-Mei Wang §

Department of Business Administration
Chungyu Institute of Technology
Taiwan, R.O.C.

Abstract
This study develops a model for selecting an international exhibition agency. First, the proposed model adopts the modified Delphi method to identify suitable criteria for evaluating an exhibition agency. Next, the research model applies the analytic hierarchy process (AHP) to calculate and find the optimal exhibition agency by ranking all the candidates. Additionally, the example of a renowned Taiwanese bedding company is used to demonstrate the process of exhibition agency selection using this model. The proposed model will help enterprises effectively select a media agency, making it highly applicable in academia and commerce.

Keywords: Exhibition Agency, Selection Model, Modified Delphi Method, Analytic Hierarchy Process (AHP)