PROGRAM
2:45 - 3:00 p.m. Tea, Coffee and Treats
3:00 - 3:45 p.m. Lecture (typical)
3:45 - 4:00 p.m. Q&A and Discussion

ABSTRACT
Data Envelopment Analysis (DEA) is a relatively new data oriented approach for evaluating the performance of a set of peer entities called Decision Making Units (DMUs) which convert multiple inputs into multiple outputs. The definition of a DMU is generic and flexible. Recent years have seen a great variety of applications of DEA for use in evaluating the performances of many different kinds of entities engaged in many different activities in many different contexts in many different countries. This talk will introduce DEA and discuss how DEA can be applied to such areas as impact of information technology, marketing, finance, supply chain performance and benchmarking.

BIOGRAPHIC PROFILE