

*Žarko Dimitrijević, PhD**

*Dušan J. Simjanović, PhD***

APPLICATION OF AHP METHOD IN ENFORCEMENT PROCEDURES: THE CASE OF SELLING SPECIFIC GOODS

The concept of specific goods is considered by the authors from the perspective of a particular attribute that makes ordinary goods specific. Specific goods are not intended for the broad market; they either have buyers or do not. Machine learning and artificial intelligence models can certainly be of help in studying the market, but what if the existing models cannot lead to concrete buyers? Economic theory suggests that in regular sales of goods, anyone is a potential buyer, even outside the target group. The same principle can be applied to the sale of specific goods. In the paper, the authors point out a possible way of thinking and provide a basis for training machine learning and artificial intelligence models in finding buyers of specific goods using the Analytic Hierarchy Process (AHP) mathematical method. The authors found a representative example of regular goods that became specific due to one or more attributes in the sales of former industrial facilities. To test the hypothesis, the authors utilized a database of completed sales conducted by a public enforcement officer. The authors' initial assumption was that in the AHP method, an optimal number of appropriately ranked criteria can be developed to indicate buyers outside the target group for such specific goods based on the obtained results. The results and developed methodology can be further applied in training machine learning and artificial intelligence models in finding buyers.

Key words: *Multi-criteria decision-making. – AI. – AHP method. – Economic Field: Technical and technological sciences.*

* The author is public enforcement officer, dimitrijevic.zarko@gmail.com (Republic of Serbia).

** The author is Assistant Professor at the Faculty of Information Technology, Belgrade Metropolitan University, dušan.simjanovic@metropolitan.ac.rs (Republic of Serbia).

1. INTRODUCTION

The sale of specific goods can be viewed from the perspective of finding a customer and going for a proper price in regular market dynamics. It can also be viewed from the aspect of debt collection, selling specific goods of the judgment debtor due to the unpaid debt arising from the non-payment of other goods or services provided. In the international cash flow system, the sale of specific goods is a common occurrence. An adequate level of production produces refined market preferences. However, for the purposes of this example, the authors observed goods that, after production, became more specific due to the addition and/or alteration of one or more attributes, i.e., sales of goods after production and/or initial use. The majority of realised such sales were found in procedures for realising claims through legal (enforcement) means. The offered goods often lack labels, and due to complicated procedures, their exact condition cannot be determined with absolute certainty, which makes them “specific”. Such goods need to be presented to the market, but identifying an appropriate target group first can be essential. The specificities of this particular example can, *mutatis mutandis*, be applied to the sale of any other item with a “specificity” and is sold in any manner¹.

Numerous forced sale procedures are the result of a decadent business culture or the realisation of uncalculated business risks. In relation to the total financial transactions, the problem of illiquidity is certainly minor, but it is still significant from the perspective of money that has been “drained” and has not met the expectations of individuals. This situation also raises questions about the quality of the item being purchased, affecting its specificity and raising doubts about its proper use and maintenance².

Laws of market are often limited in their applicability. The procedural situation is very close to the Forced Sale, which is also recognised by international appraisal standards. It is in the debtor’s interest that movable or immovable property is sold at the highest possible price.

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- 1 Scott Fay, Jinhong Xie, “Probabilistic goods: A creative way of selling products and services”, *Marketing Science* 27/2008, 674–690.
 - 2 Meliha Powlakić, Tahir Herenda, Nasir Muftić, “Mogućnost zloupotrebe prava u postupku javnog nadmetanja za prodaju nekretnina u izvršnom postupku u pravu BiH”, *Zbornik Pravnog fakulteta u Zagrebu* 71/2021, 301–346.

On the other hand, for the creditor, although being one of the goals, it is certainly not the primary one. If the creditor's claim is significantly lower than the value of the property, the achieved sale price may not be a priority for them, but rather the speed of collection. Additionally, the creditor may have an interest in buying the item being sold, in which case their goal will be contrary to the debtor's interest; they will want to purchase the item for the lowest possible amount of money.

Selling goods typically involves two main actors: the buyer and the seller. The buyer aims to purchase at the lowest possible price, while the seller wants to sell at the highest possible price. Besides the debtor-creditor relationship, other actors can be involved in the enforcement procedure. Each of these actors defends their own interests. The interests varies; however, what is common is that, in the context of the type of item being sold, criteria can be established in each specific case that are relevant for both the actors and potential buyers who might be interested in purchasing a specific item³.

When it comes to attractive consumer goods, it is relatively easy to sell a movable item. The same applies to an attractive real estate property. However, if the requirement is to sell an item that is otherwise challenging to sell, such as a former production facility, at the best possible price, considering all the mentioned specificities, it is necessary to find a method that can be applied to the regular sequence of events during standard market sales. This method should also take into account all the specificities of the sale to achieve the desired result.

The authors see the solution in the application of the Analytic Hierarchy Process (AHP), a multi-criteria decision-making method where criteria are appropriately ranked. Based on these criteria, in addition to regular market laws, it will be possible to include the broadest range of specificities related to the specific sale of goods. The goal is a dramatic increase in the success of the sale. Although, for the sake of meeting the conditions of a high degree of "specificity", the example of a forced sale was taken, the AHP method, with appropriate criteria ranking, can be applied to less "specific" sales as well to find the right target group. The AHP method or some of its newest variants have

3 Victoria Atiushkina, Anastasia Zhekul, "Analysis of the impact of goods characteristics on the results of personal selling", *Маркетингі і цифрові технології* 3/2019, 34–50.

been applied in the product selection service⁴, e-commerce platform design⁵, online purchase behaviour⁶, and many other economic areas.

2. METHODOLOGY

In real life, a person is often faced with various choices. With the development of society and economy, the complexity of the real world is growing rapidly and making the best decisions is becoming an increasingly demanding task. The ability to make adequate decisions that bring benefits and suitability in various life situations is one of the characteristics of humans. Criteria and alternatives are important elements of the decision-making process, while the process itself means the selection of the best alternative among the several offered, the one that is, in the opinion of the decision maker, the most acceptable. Human decisions involving preferences are often vague or uncertain because often the choice of alternative is made based on complex and incomplete information. By increasing the complexity of the system, both the uncertainty of problems and the uncertainty of human thinking grow, so the need for a system that provides a reliable and precise solution while addressing incomplete and uncertain information is clear. Classical decision-making and decision-making systems are applied under the auspices of complete and specific information, but their application does not always provide an accurate solution to complex problems, especially in various circumstances and situations of real life.

The problem of choosing the best assessment in criteria or factors can be achieved by applying multi-criteria decision-making methods that play a significant role in all spheres of life. To make sensible decisions successfully, Thomas L. Saaty designed the Analytic Hierarchy Process (AHP) which, due to the use of natural numbers to

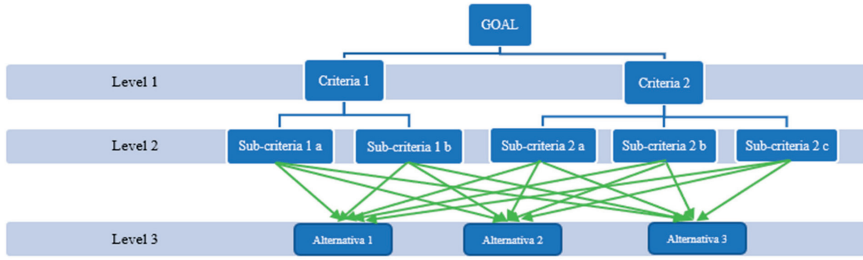
4 Deng-Neng Chen, Chih-Wei Tseng, Chia-Yi Lin, "Applying fuzzy AHP on product selection service in e-commerce", *International Joint Conference on Service Sciences* 2011, 198–202.

5 Dušan Simjanović, Nemanja Zdravković, Nenad Vesić, "On the factors of successful e-commerce platform design during and after COVID-19 pandemic Using extended fuzzy AHP method", *Axioms* 11/2022, 105.

6 Changlong Yu, Wei Liu, Yinan Fei, Jiaqi Chen, Ziyang Hu, "Influencing factors of online furniture purchase behavior based on analytic hierarchy process", *BioResources* 18/2023, 2857.

describe the influence of criteria, and its mathematical persuasiveness and its ability to determine contradictions in expert evaluations, has often been applied in various scientific disciplines⁷. In the AHP process, the decision-making model, as can be seen in Figure 1, consists of the decomposition of a complex problem into a hierarchical structure, where the goal is at the top of the hierarchy, and criteria, sub-criteria, and alternatives are at lower levels. Also, this method allows a complex problem with a large number of criteria and sub-criteria to determine the factors that influence the problem, their relative influence, as well as the interrelationship, the dominance of one factor over the other.

Figure 1: The hierarchical structure of the AHP



The AHP method is based on four axioms:

Reciprocity axiom: If element x_i is n times more significant than element x_j , then the element x_j is $1/n$ times more significant than the element x_i ;

Homogeneity axiom: Comparison only makes sense when the elements are comparable.

Dependency axiom: Allows the comparison among the set of criteria of one level with the criteria of a higher level. Comparisons at lower levels depend on the elements of a higher level.

Axiom of expectations: Recalculation is needed if any change in the structure of the hierarchy appears.

Decision makers give their opinions (their estimates) on a set of criteria and based on this, form a matrix of comparisons. This square

7 Thomas L. Saaty, *The Analytic Hierarchy Process*, McGraw-Hill; New York, 1980, 1–118. Also: Thomas L. Saaty, “Decision making with dependence and feedback: The analytic network process”, *Pittsburgh: RWS publications* vol. 4922, no. 2, 1996.

matrix $D=(d_{ij})_{(n \times n)}$, composed of a total of $n(n-1)/2$ comparisons of elements by pairs, reflects the importance of one criterion over another. It is clear that the decision maker could encounter a problem when asked to present the rating in the form of a numerical vector for a large number of alternatives. It happens that it is difficult to decide between several alternatives or to eventually realize that the decision made was not the best, all because of human cognitive boundaries and the inability to successfully follow a large number of alternatives. As it is generally accepted that it is not possible to compare more than 7 objects simultaneously⁸, a symmetric Saaty scale of 17 values is used, with the lowest value of 1/9 and a maximum of 9: {9,8,7,6,5,4,3,2,1,1/2,1/3,1/4,4/5,1/6,1/7,1/8,1/9}. Odd values, 1, 3, 5, 7, and 9, where 1 means criteria of equal importance, and 9 means the extreme importance of one criteria over another, are used for estimations, while even numbers are used when compromise is needed. The upper part of the matrix $D=(d_{ij})_{(n \times n)}$, is filled in, while the lower part is being defined as the reciprocal value, i.e. $d_{ji}=1/d_{ij}$, where d_{ij} is the relative importance of criterion x_i over criterion x_j . The eigenvector W corresponding to the comparison matrix D satisfies the condition $D \cdot W = \lambda \cdot W$, where λ is the eigenvalue, mathematically justifying the AHP method. It would be ideal if the eigenvalue λ equals n . Since this is hard to achieve in real life decision-making process, the weights are calculated using normalized eigenvector, corresponding to the maximum eigenvalue λ_{max} .

For matrix $D=(d_{ij})_{(n \times n)}$, we calculate the consistency index CI and consistency ratio CR , $CI=(\lambda_{max}-n)/(n-1)$, $CR=CI/RI$, where RI is a known random index (see the Table 1).

Table 1:
Table of Random Index Numbers and corresponding maximal eigenvalues

n	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49
λ_{max}	0	0	3.116	4.267	5.448	6.63	7.816	8.987	10.168	11.341

8 Dragan Pamučar, Goran Ćirović, Dragoljub Sekulović, Aleksandar Ilić, “A new fuzzy mathematical model for multi criteria decision making: An application of fuzzy mathematical model in a SWOT analysis”, *Scientific Research and Essays* 6/2011, 5374–5386.

For the comparison, for matrix D to be consistent, it should hold that $CR < 0.1$, meaning that consistency index equals 10 per cent of average consistency index of random generated matrices, yielding that the estimates of the relative importance of the criteria are counted as acceptable. For $CR = 0.1$, matrix is fully consistent⁹.

3. SELLING SPECIFIC GOODS AND RELATED CRITERIA

In the given example of selling former industrial facilities, the following points need to be highlighted. Industrial facilities with a high market demand are sold promptly. The rule is that demand exceeds supply, and the application of any method to find potential buyers may not be necessary as buyers actively seek sellers. The purpose of finding the best and fastest selling model is to maximize the received value in the shortest possible time frame. The specificity that necessitates the use of advanced technologies in finding contractors in this example is evident in several facts:

- a) It involves an industrial facility as part of a former business that did not survive in the given market;
- b) It is a product of specific purpose – an industrial facility, which can be considered a joint sale of both movable and immovable property, without initial favoritism of the value of one over the other;
- c) The sale is complicated by the fact that the specific item is subject to various procedures taking place before the relevant authorities, making it additionally “specific”;
- d) It is an item for which there is not a great deal of market interest or a belief that there is none at all.

The concept itself generally assumes that interest exists, based on the fact that there is a buyer for almost every item; the sale is just a matter of time. The authors believe that by applying the AHP method,

9 Mimica Milošević, Dušan Milošević, Ana D. Stanojević, Dragan M. Stević, Dušan J. Simjanović, “Fuzzy and interval AHP approaches in sustainable management for the architectural heritage in smart cities”, *Mathematics* 2021/9, 304.

potential buyers can be identified and their awareness of the need to make a purchase of a specific item even stimulated.

Defining proper criteria for the AHP method is in a particular focus of the authors. In certain industrial facilities, real estate (land and buildings) can make up a significant portion of the overall value. However, there are reverse examples, where installed equipment is worth multiple times more than the used real estate. It is necessary to find criteria that, uniformly applied, could successfully deal with the described dichotomy.

The criteria offered by the European standards for real estate assessment, which are applied to immovables such as distance from the city center, distance from major transportation services (airport, railway and bus stations), access to the property, property size and shape, topography and local infrastructure, physical characteristics of the property (architecture, built-in furniture and equipment, the energy performance certificate's rating, view, luminosity, state of repair, attractiveness and character, etc.), and other relevant information, cannot be fully applied to the presented example. These criteria do not adequately consider the movable items within the facility. Even in cases where all movable items are removed from the facility being sold, the authors believe that the mentioned criteria do not adequately take into account the specific purpose of the item being sold. Therefore, it is necessary to adapt and introduce new criteria to obtain a relevant result.

It would be crucial to rank the existence of items on the premises or their removal because it can be of paramount importance to a potential buyer of an industrial facility. Additionally, the decision to invest in that location for that type of industry, whenever such a decision was made, holds its value (market research, exploration of infrastructure potential, workforce availability research, possibilities for raw material procurement, etc.). Even if market conditions have changed, the former pre-investment expenditure cannot be ignored, making it useful for human potential influence examining¹⁰.

By constant testing and adhering to the four fundamental postulates of the AHP method, with the consultations of three experts in the

10 Aleksandra Penjišević, Branislav Sančanin, "Examining the Influence of Human Potential on Organizational Efficiency in the Company", *REVIZOR – Časopis za upravljanje organizacijama, finansije i reviziju* 27/2024, 1–8

field of economics, the authors find it necessary to classify the mentioned criteria into four major categories, the values of which will be ranked against each other: infrastructure, size, equipment status, and real estate status¹¹.

The above sets of criteria will be presented further on.

Table 2:
Sub-criteria representing Infrastructure (I).

Mark	Criteria
I1	Electricity and proximity of substation
I2	Fire protection network
I3	Stormwater drainage
I4	Width of the access road
I5	Distance from the highway
I6	Accessibility from the highway

Table 3:
Sub-criteria representing Capacity (C).

Mark	Criteria
C1	The size of the land plot
C2	The size of the building
C3	Plot without buildings
C4	Entrance width to the plot
C5	The possibility of building extensions
C6	The height of the building

11 V. Atiushkina, A. Zhekul, 2019, *op. cit.*, 34–50. Also: Susan J. Martin-Davidson, “Selling Goods Internationally: Scope of the UN Convention on Contracts for the International Sale of Goods”, *Mich. St. U. Coll. LJ Int’l L.* 17/2008, 657. Also: Yung-Tsan Jou, Charmine Sheena Ramirez Saflor, Klint Allen Mariñas, Hannah Maureen Manzano, John Mark Uminga, Nicole Angela Verde, Ginber Dela Fuente, “An Integrated Multi-Criteria Decision Analysis and Structural Equation Modeling Application for the Attributes Influencing the Customer’s Satisfaction and Trust in E-Commerce Applications”, *Sustainability* 16/2024, 1727. Also: Mehedi Hasan Manik, “Addressing the supplier selection problem by using the analytical hierarchy process”, *Heliyon* 9/2023.

Table 4:
Sub-criteria representing Equipment status (E).

Mark	Criteria
E1	New equipment
E2	The equipment with visible signs of use
E3	The equipment that needs reparation
E4	The equipment in bad condition
E5	The equipment cannot be used

Table 5:
Sub-criteria representing Property status (P).

Mark	Criteria
P1	Property is maintained, in excellent condition
P2	Investment in property needed
P3	Investments in property needed for the change of purpose
P4	Property fit for decommissioning

This approach could also be applicable to the development and ranking of the company's competitive position¹².

4. RESULTS AND DISCUSSIONS

In applying the AHP method, the main criteria ranking is discussed first, followed by ranking individual sub-criteria. Finally, all of twenty-one sub-criteria are ranked.

In Table 6, the comparison matrix and weights for the four main sets of criteria are presented. Since the value $CR=0$, matrix is consistent. One can see that criteria I and C, as equally ranked, have equal weights 0.333333, same as criteria E and P, with weights of 0.166667.

12 Aleksandra Penjišević, Branislav Sančanin, Dragan Turanjanin, "The importance of training for the development and strengthening of a company's competitive position", *BizInfo (Blace) Journal of Economics, Management and Informatics* 15/2024, 57–63.

Table 6:
Comparison matrix and weights for main criteria $\lambda_{max} = 4$, (CR=0)

	I	C	E	P	Weights
I	1	1	2	2	0.333333
C	1	1	2	2	0.333333
E	1/2	1/2	1	1	0.166667
P	1/2	1/2	1	1	0.166667

The sub-criteria ranking is conducted in the same manner as the ranking of the main criteria. The comparison matrices are given in Tables 7–10. The results show consistent matrices. The best ranked sub-criterion is I1 – Electricity and proximity of substation, followed by I2 – Fire protection network and I3 – Stormwater drainage. At the bottom is The sub-criterion I6 – Distance from the highway stands at the bottom, being 8.73 times less important than I1, and 1.5 times less important than I5 (see Figure 2). Similarly to the main criteria comparison, the AHP method yields equal ranking in some cases, namely, in C-Capacity. Out of six sub-criteria, there are two pairs of equal rankings, in the highest and lowest rank. Sub-criteria C1 and C2, corresponding to the size of the land plot and the size of the building, respectively, have equal ranking. The possibility of building extensions (C5) and the height of the building, (C6) are the least important in this set of sub-criteria.

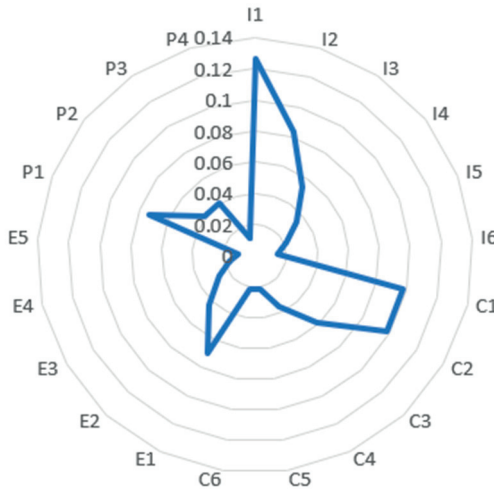
Table 7:
Comparison matrix for the criterion I ($\lambda_{max} = 6.123$, CR=0.02)

I	I1	I2	I3	I4	I5	I6	Weights
I1	1	2	3	4	5	6	0.379357
I2	1/2	1	2	3	4	5	0.24883
I3	1/3	1/2	1	2	3	4	0.160434
I4	1/4	1/3	1/2	1	2	3	0.102441
I5	1/5	1/4	1/3	1/2	1	2	0.065494
I6	1/6	1/5	1/4	1/3	1/2	1	0.043443

Table 8:
Comparison matrix for the criterion I ($\lambda_{max} = 6.046, CR=0.007$)

C	C1	C2	C3	C4	C5	C6	Weights
C1	1	1	2	3	4	4	0.292943
C2	1	1	2	3	4	4	0.292943
C3	1/2	1/2	1	2	3	3	0.177027
C4	1/3	1/3	1/2	1	2	2	0.107958
C5	1/4	1/4	1/3	1/2	1	1	0.064565
C6	1/4	1/4	1/3	1/2	1	1	0.064565

Fig. 2:
The ranking of sub-criteria by group



The highest position in group E referring to the quality of the equipment, as can be seen in Table 7, holds E1 – New equipment, with the weight of 0.416212, and being 2.58 times more important than the third sub-criterion, and 6.67 times more important than the bottom sub-criterion in this group. Sub-criteria P2 and P3, corresponding to the property that needs investment and the property that needs investment for the change of purpose, hold the same rank, following the sub-criterion P1. These two sub-criteria both require additional investment to make the property fit for purpose. At the bottom of this set of sub-criteria is P4, property fit for decommissioning, being 6.26 times less important than P1.

Table 9:
Comparison matrix for the criterion E ($\lambda_{max} = 5.068$, CR=0.015)

E	E1	E2	E3	E4	E5	Weights
E1	1	2	3	4	5	0.416212
E2	1/2	1	2	3	4	0.261788
E3	1/3	1/2	1	2	3	0.16105
E4	1/4	1/3	1/2	1	2	0.098573
E5	1/5	1/4	1/3	1/2	1	0.062376

Table 10:
Comparison matrix for the criterion P ($\lambda_{max} = 4.028$, CR=0.01)

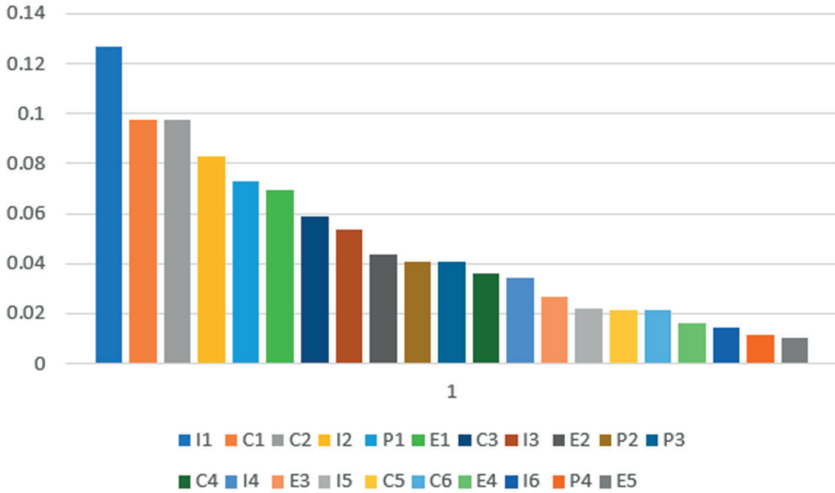
P	P1	P2	P3	P4	Weights
P1	1	2	2	5	0.438216
P2	1/2	1	1	4	0.245894
P3	1/2	1	1	4	0.245894
P4	1/5	1/4	1/4	1	0.069996

At the end, the results of the final ranking of sub-criteria were presented in Figure 3. Sub-criterion I1, the leading sub-criterion from the Infrastructure set, is top-ranked, with the weight of 0.126, followed by the leading sub-criteria from the Capacity set – C1 and C2, holding the same rank, with weights equaling 0.098. The top-ranked sub-criterion from the Property set is ranked fifth, being 1.78 times higher than P2 and P3. Three top-ranked sub-criteria from the E set are ranked sixth, ninth, and fourteenth, respectively, while the sub-criteria C5 and C6 hold equal rank, being the seventeenth, with a weight 0.022. The bottom ranks are reserved for the sub-criteria referring to the decommissioning status of property and the equipment that cannot be used. Their weights are 0.012 and 0.01, respectively.

In this specific example, the obtained results indicate that the search for a buyer should be based on the expressed needs for the amount of electric power that the plant can support. The selection should be made in relation to the industries that can use the existing connections. The results show that this criterion is eliminatory, as it is 23% higher compared to the other two. The first eliminatory crite-

tion determines the target group. Therefore, all those who need higher power capacity than the existing plant are not the target group.

Figure 3:
Final ranking of sub-criteria



In the defined target group, the other two eliminatory criteria should be applied. We refer to them as eliminatory criteria because their strength, compared to the following one along with the first eliminatory criterion, has 32%-impact on the decision. So, in the next step, one should look for property that matches their needs in terms of land size or building size. It is not necessary that the land and building sizes match completely, but to potentially meet their needs. Whether these needs will be satisfied or not depends on the achieved price. Considering the significantly weaker power of other criteria, it can be said that these are decisive. However, when considering a purchase, all attributes will be individually valued, but those with the highest rank will have the greatest impact on the decision-making. The next three criteria: the existence of a fire protection network, the condition of the property, and the condition of the equipment, are certainly significant but not decisive. In this specific case, it means that if a furniture factory were offered for sale to owners of another furniture factory based on the existence of equipment from the same industry, it would unnecessarily narrow down the circle of potential buyers, therefore, limit the

demand, which would negatively impact the final price. The results of the application of AHP method indicate that the logic of selling what is offered should be viewed from a different perspective, and by applying criteria, the factory should be offered to all potentially interested parties, based on the results of the analysis.

5. CONCLUSIONS

The issue of increasing the sales of specific goods can be viewed from the perspective of criteria that, with the application of the appropriate method, can be ranked to improve sales performance. By using the AHP principles or axioms, it is possible to determine criteria for each type of goods, rank them properly, and mathematically reach the target market without the impact of the law of probability.

In case of selling industrially unpopular facilities, by applying the so-called eliminatory criteria, the AHP method algorithm identifies key characteristics of potential buyers and categorises additional criteria by importance to serve as a basis for negotiating the price.

The presented AHP method algorithm in the chosen case can be applied to the sale of any type of specific goods, with the identification of key criteria and their ranking based on generally accepted rules for each specific area. Once defined, these criteria and their relationships could serve for numerous sales until radical changes occur in the market (if they do). Machine learning models could be trained using the AHP method for these purposes, enabling a more precise selection of potential buyers.

Dr Žarko Dimitrijević
Javni izvrštelj, Republika Srbija

Dr Dušan J. Simjanović
Docent na Fakultetu za informacione tehnologije,
Univerzitet Metropolitan u Beogradu.

PRIMENA AHP METODE U IZVRŠNIM POSTUPCIMA: SLUČAJ PRODAJE SPECIFIČNE ROBE

Rezime

Autori razmatraju koncept specifične robe iz perspektive određenih atributa koji običnu robu čine specifičnom. Specifična roba nije namenjena širem tržištu; ona ili ima kupce ili ih nema. Modeli mašinskog učenja i veštačke inteligencije svakako mogu biti od pomoći u istraživanju tržišta, ali šta uraditi ako postojeći modeli ne mogu da dovedu do konkretnih kupaca? Ekonomska teorija ukazuje da u redovnoj prodaji robe svako može biti potencijalni kupac, čak i van ciljne grupe. Isti princip se može primeniti i na prodaju specifične robe. U radu autori ističu moguću način razmišljanja i pružaju osnovu za obučavanje modela mašinskog učenja i veštačke inteligencije u pronalaženju kupaca specifične robe korišćenjem matematičke metode Analitičkog hijerarhijskog procesa (AHP). Autori su pronašli reprezentativan primer obične robe koja je postala specifična usled jednog ili više atributa u prodaji bivših industrijskih objekata. Radi testiranja hipoteze, autori su koristili bazu podataka o završenim prodajama koje je sproveo javni izvrštelj. Početna pretpostavka autora bila je da se u okviru AHP metode može razviti optimalan broj odgovarajuće rangiranih kriterijuma koji, na osnovu dobijenih rezultata, ukazuju na kupce van ciljne grupe za takvu specifičnu robu. Dobijeni rezultati i razvijena metodologija mogu se dalje primeniti u obučavanju modela mašinskog učenja i veštačke inteligencije u pronalaženju kupaca.

Ključne reči: *Višekriterijumsko odlučivanje. – VI. – AHP metoda. – Ekonomska oblast: tehničko-tehnološke nauke.*

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