

Goal Programming Problems And Its Application In Various Fields

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Abstract

Goal programming (GP) has been a popular theoretical method for dealing with multiple objective decision making problems. It is an extension of linear programming, was developed by Charnes and Cooper in 1961. Since then, there have been many goal programming examples in literature. Goal programming has applications in various fields such as accounting, finance, operations management, marketing, manpower planning, and other areas. Considered as a branch of multi-objective optimization which itself is a part of multi criteria decision analysis. Goal programming is one of the oldest multi criteria decision making techniques used in optimization of multiple objective goals by minimizing the deviation for each of the objectives from the desired target. Review of goal programming algorithms and their limitations and its application to various fields is done.

Keywords: Goal programming.

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** Research Guide, Pacific University