



# MULTIPLE CRITERIA DECISION MAKING '08

Edited by

Tadeusz Trzaskalik  
and  
Tomasz Wachowicz

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and Tomasz Wachowicz**

**Katowice 2009**

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**Rafikul Islam**

## **MODIFIED NOMINAL GROUP TECHNIQUE: WHAT AND HOW**

### **Abstract**

Continuous improvement in quality of products/services, more often than not, requires implementation of new ideas in the systems. Consequently, generation of good ideas is regarded as a crucial task in quality management. This paper shows how a traditional brainstorming technique can be integrated with the analytic hierarchy process in generating and subsequently prioritizing a large number of ideas. The working of the integrated technique has been shown by means of two exercises: (1) Identifying important factors to improve quality in teaching, and (2) Identifying important factors to improve quality in academic institutions administration. The method can be applied in many similar situations.

### **Keywords**

Nominal group technique, analytic hierarchy process, quality in higher education, total quality management.

## **Introduction**

In today's highly competitive business world, national/multinational companies increasingly demand that their employees find new and better ideas so that the jobs are done in better ways. The most common way to generate ideas is to take the relevant people in a room and brainstorm. Each mind is filled with ideas that can be valuable to decision making and problem solving. Brainstorming is one way to access this information, experience, and judgment.

The history of brainstorming dates back to 1954, when Osborn published his seminal work [8]. With illustrative examples, he explained how brainstorming could be used to help groups generate ideas. Osborn's central theme