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Short Communication

Optimizing Port Efficiency in Turkey: An Integrated Approach Using Fuzzy Entropy and Fuzzy MARCOS

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INTRODUCTION

Efficiency evaluation of Turkish ports is crucial for optimizing their performance and competitiveness in the global maritime industry. An effective approach to this evaluation involves using advanced analytical methods that can accommodate the complexity and variability inherent in port operations. One such approach is the Integrated Fuzzy Entropy-Fuzzy MARCOS Analysis, which combines two powerful fuzzy logic techniques to assess and enhance port efficiency. The efficiency of ports can be evaluated through various metrics, including operational performance, resource utilization, and service quality. Ports play a vital role in international trade and logistics, and their efficiency directly impacts economic performance, supply chain effectiveness, and overall trade competitiveness.

DESCRIPTION

Traditional methods of port efficiency evaluation may not fully capture the nuanced performance factors due to the complexity and uncertainty involved. Thus, the use of advanced methods like Fuzzy Entropy and Fuzzy MARCOS (Measurement of Alternatives and Ranking according to COmpromise Solution) provides a more nuanced and accurate assessment. Fuzzy Entropy is a technique used to quantify the uncertainty and information content in a decision-making process. In the context of port efficiency evaluation, Fuzzy Entropy helps in understanding the degree of uncertainty associated with various performance indicators. It measures the amount of information or uncertainty present in the data, allowing decision-makers to identify which performance metrics are most reliable and which ones contribute more to the overall uncertainty. By assessing the entropy levels of different performance indicators, the method helps in distinguishing between critical factors and those that have lesser impact.

Fuzzy MARCOS Analysis, on the other hand, is an advanced multi-criteria decision-making method that helps in evaluating and ranking alternatives based on a set of criteria. In port efficiency evaluation, Fuzzy MARCOS incorporates fuzzy logic to handle the inherent uncertainty and imprecision in the data. It involves defining a set of criteria relevant to port performance, such as cargo handling efficiency, turnaround time, safety standards, and customer satisfaction. Each port is then assessed based on these criteria using fuzzy logic to accommodate the subjective nature of the evaluation. The Integrated Fuzzy Entropy-Fuzzy MARCOS Analysis combines these two techniques to provide a comprehensive efficiency evaluation. The process begins with the application of Fuzzy Entropy to measure the uncertainty and reliability of various performance metrics. This step helps in filtering out less reliable indicators and focusing on those that provide meaningful insights into port performance. The results from this analysis inform the Fuzzy MARCOS method, which then evaluates and ranks the ports based on the selected criteria. The integration of Fuzzy Entropy with Fuzzy MARCOS enhances the accuracy and robustness of the efficiency evaluation. Fuzzy Entropy provides a preliminary analysis of data uncertainty, ensuring that the subsequent Fuzzy MARCOS evaluation is based on reliable and relevant metrics. Fuzzy MARCOS, with its ability to handle multiple criteria and incorporate fuzzy logic, allows for a detailed assessment of each port's performance, considering both objective and subjective factors. The practical application of this integrated approach involves several steps. First, relevant performance indicators are identified and quantified. Data is collected from various sources, including port operations reports, financial statements, and customer feedback. Fuzzy Entropy is then applied to this data to assess the level of uncertainty and identify the most critical performance indicators. Next, the Fuzzy MARCOS method is used to evaluate and rank the ports based on the filtered performance indicators [1-4].

CONCLUSION

In summary, the Integrated Fuzzy Entropy-Fuzzy MARCOS Analy-

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sis offers a sophisticated approach to evaluating the efficiency of Turkish ports. By combining Fuzzy Entropy's capability to measure data uncertainty with Fuzzy MARCOS's multi-criteria decision-making framework, this method provides a detailed and accurate assessment of port performance. This approach helps in identifying strengths and weaknesses, guiding improvements, and enhancing the overall efficiency of port operations.

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CONFLICT OF INTEREST

The author declares there is no conflict of interest in publishing this article.

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