

As **OptimResearch**, our co-founder **Prof. Muhammet Gül** gave an intensive lecture on the Best-Worst Method (BWM), hosted by **İSTARMER** (İstanbul University) on 28th April 2026.

As we continue to grow our research group, staying ahead of methodological trends in Multi-Criteria Decision Analysis (MCDA) is a top priority. The lecture provided our team of MSc and PhD researchers with a rigorous look at the latest BWM evolutions—specifically focusing on the recent improvement for both methodology and application viewpoints.

A big thank you to Prof. Gül for his expertise and to our dedicated researchers for their commitment to academic excellence. We also thank to İSTARMER for their hosting. We are excited to integrate these high-level insights into our ongoing research portfolio.





Çok Kriterli Karar Analizinde Yeni Nesil Yaklaşımlar:

«Best-Worst Method» ve Akademik Uygulamaları

Prof. Dr. Muhammet GÜL
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