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A General Morphological Analysis to Support Strategic Management Decisions in Public Transport Companies

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Abstract

This paper presents a General Morphological Analysis (GMA) meta-model aiming to help decision-makers wishing to integrate sustainability concerns into the company strategy. This is made by joining Operational Research (OR) analysts, decision-makers and stakeholders as participants in the problem structuring and formulation process. This is particularly relevant in societal issues, where public transport companies are particularly important. Indeed, public transport companies play a quite visible role in the dimensions of corporate social responsibility, namely because of four reasons: (i) they provide daily services crucial to mass customers' mobility; (ii) their investments are usually of high value and rather sensitive to technological development; (iii) they play a crucial role in the energy sector and (iv) are strongly dependent upon macro-policies.

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1. Introduction

GMA is a problem-structuring and problem-solving technique, designed for multi-dimensional, non-quantifiable problems where causal modeling and simulation do not function well (Ritchey, 2006). The authors consider that GMA offers an opportunity to explicitly materialize and propose a possible typology of decision-making modelling methods to approach different types of problems within the discussed context. With the help of this meta-model it is

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