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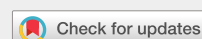
Original Articles

A hybrid financial performance evaluation model for wealth management banks following the global financial crisis

Shun-Chiao Chang & Pei-Hsuan Tsai

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Abstract

The study constructs a hybrid approach to financial performance evaluation for wealth management (WM) banks affected by the global financial crisis from the middle of 2007 into 2008 utilizing an analytic hierarchy process (AHP) and the VlseKriterijumska Optimizacija I Kompromisno Resenje (VIKOR). Five aspects of multi-criteria group decision making including service, performance, professionalism, risk control, and consumers' confidence (SPPRC) reveal that consumers' confidence, risk control and service are the top three key factors for Taiwan's seven main WM banks in evaluating the performance of banking managers.

Keywords:

wealth management

global financial crisis

performance evaluation

AHP

VIKOR

SPPRC

Additional information

Notes on contributors

Shun-Chiao Chang

Shun-Chiao CHANG has a MA and a PhD degree in Economics from National Tsing Hua University and SUNY at Stony Brook (US), respectively, He is a Professor in the Department of Business Administration and a Director of Leader Project at National Taiwan University of Science and Technology (NTUST). He has published more than 12 papers in journals, books, and conference proceedings including journals such as Journal of Economic Dynamics and Control, Global Economic Review, Tourism Economics, Economic Modelling, and Technological and Economic Development of Economy. His main research interests include the economic and strategic analysis of high-tech industry and global service trade.

Pei-Hsuan Tsai

Pei-Hsuan TSAI was born is 1983 in Taiwan. He received his PhD in Management from the National Taiwan University of Science and Technology (NTUST). He has published 8 papers in international journals including journals such as Technological and Economic Development of Economy, IMA Journal of Management Mathematics, European Journal of Operational Research, Service Industries Journal, Journal of Social Sciences, and Journal of Information and Optimization Sciences. His main research interests include multiple-criteria decision-making (MCDM), performance management, and management sciences.

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