

influencing the choice of services business model using the process of hierarchical analysis (case study :internet service providers in the province of gilán)

somayeh shafieei sabet*,mitra shabani nashtaei,

The main purpose of this research is to investigate the effective factors on choosing the business model of services of internet service providers in guilan province using the hierarchical analysis process. due to the nature of the research and the subject matter in this research and according to the research objectives the statistical population in this research includes all staff of first and second carrier operators in guilan province. the statistical sample consists of managers and experts of the first and second company of guilan province with over years work experience and high education at home and abroad. The data are collected and coded using fuzzy AHP method. the results of the research show that among the variables of technical factors, organizational factors, social factors, industrial factors, and individual factors, the technical factor has the first priority, then the organizational factor variable has the second priority, the social factor has a third priority, an industry with percent has a fourth priority, and an individual with percent has a fifth priority.

Keywords : business model, organizational factors, industrial factors, individual factors, social factors

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