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基于直觉梯形模糊数和Choquet积分的创投项目研究

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Evaluation study on venture investment projects based on intuition trapezoidal fuzzy number and Choquet integral

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摘要 本文提出了一种基于直觉梯形模糊数和Choquet积分的模糊多准则决策方法,并将其应用于创业投资项目评估的实证研究中。该方法采用直觉梯形模糊数表示专家偏好信息,运用Choquet积分集结算子整合不同专家评价决策矩阵,并利用模糊TOPSIS方法求解决策模型,得出不同方案的模糊属性值和理想方案值。然后利用模糊数的距离公式求得每一个评价方案与理想方案之间的差值,进而得到方案之间的优劣排序。在实证研究中,文章以某高新区五家创投企业作为研究对象,用直觉梯形模糊数表示它们在技术水平、市场规模、产品创新、所在行业环境及政府支持力度等方面的专家评判情况,得出这些企业在这五个方面的综合排名。该实证研究进一步验证文中所建立模型的实用性和可行性。

关键词: [直觉梯形模糊数](#) [Choquet积分](#) [模糊TOPSIS](#) [创业投资](#)

Abstract: A fuzzy multi-criteria decision making method based on intuition trapezoidal fuzzy number and Choquet integral is proposed and the method is further used to the evaluation of venture investment projects. Intuition trapezoidal fuzzy number is introduced to present the expert preference information, Choquet integral is used to integrate the decision matrixes from different experts, and the fuzzy TOPSIS method is applied to construct the decision model; as a result, fuzzy criteria value and ideal solution value are obtained. And then, the distance formula of fuzzy number is used to evaluate the different values between these criteria solutions and ideal solutions, resulted in the pro and con rank of different programs. In the empirical study, taking five venture investment enterprises in the high-level technology development zone as the research subject, the expert evaluation results involving their technical level, market size, product innovation, industry environmental, and government support degree are integrated with intuition trapezoidal fuzzy number. Accordingly, the comprehensive rank based on these five aspects is obtained. With such empirical study, the practicality and feasibility of the built model is further confirmed.

Keywords: [intuition trapezoidal fuzzy number](#) [Choquet integral](#) [fuzzy TOPSIS](#) [venture investment](#)

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