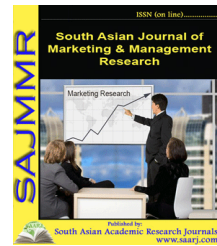




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FOR SUCCESSFUL OFFSHORE OUTSOURCING ADOPTION HYBRID BWM-ELECTRE-BASED DECISION

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ABSTRACT

The goal of this research is to provide an enabler choice framework to aid managers in the adoption of offshore outsourcing by concentrating on the key enablers and their intensities. The applicability of created offshore outsourcing focused enablers across four automotive business organizations in India is tested using a hybrid Best Worst Method (BWM) – Eliminations and Choice Expressing Reality method, as well as the adoption score of the framework across case organizations. BWM is utilized to analyze the intensity of offshore outsourcing-oriented enablers and the Elimination and Choice Expressing Reality methods are used to rate organizations and calculate adoption index scores. Across the example organizations, the created methodology has a high acceptance rate in offshore outsourcing efforts. According to the study's findings, managerial and strategic enablers are the most important, followed by technical enablers and organizational enablers. This research also includes a sensitivity analysis to test the resilience of the proposed framework by doing experiments under various circumstances. This study will aid managers and experts engaged in offshore outsourcing efforts, resulting in greater labor and raw material cost advantages, improved economies of scale, and more long-term company growth.

KEYWORDS: *Best Worst Method (BWM), Enablers, Electra, Offshore, Outsourcing.*

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