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[VOL. 134 JUNE 2021](#)





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## [Research](#)

### [DEMAEX-SIM Simulator latest innovation by Dr. Lee Chia Kuang](#)

18 June 2021

GAMBANG, 15 June 2021 - DEMAEX-SIM or DEMATEL EXCEL Simulator is the latest innovation by Dr. Lee Chia Kuang, a senior lecturer from the Faculty of Industrial Management, Universiti Malaysia Pahang (UMP).

According to him, DEMAEX-SIM can provide a systematic approach to identify important factors in a decision-making format, based on the DEMATEL algorithm or Decision Making Trial Evaluation Laboratory.

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