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[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 project, in a simple and easy format, based on the DEMATEL algorithm or Decision Making Trial Evaluation Laboratory.

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PATRON

Professor Ir. Dr. Wan Azhar Wan Yusoff

EDITOR-IN-CHIEF

Muhammad Azli Shukri

EDITOR

Safriza Haji Baharuddin

CONTRIBUTORS

Mimi Rabita Abdul Wahit
Nur Hartini Mohd Hatta
Nor Salwana Mohammad Idris

WEB MASTER

Mohd Suhaimi Hassan

DESIGNER

Azman Md Diah
Noor Azhar Abd Rasid
Mohd Zulkifly Hamzah

PHOTOGRAPHER

Khairu Aidilnisha Rizan Jalil
Muhammad Naufal Samsudin

PUBLICATION ASSISTANT

Hafizatulazlin Abd Aziz

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EDITOR

Penerbit UMP
Universiti Malaysia Pahang
26600 Pekan
Pahang Darul Makmur
Tel. : 09-424 5057
Fax : 09-424 5055
e-Mail : [safriza@ump.edu.my](mailto:sufriza@ump.edu.my)