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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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## 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)