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THE MODELS OF DECISION MAKING AT PROJECTING  
OF ELECTRONIC EDITION

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**Research methodology.** This paper presents the results of analysis of the characteristics of electronic publications (EP), which use web technologies. The models which describe the hierarchy of business processes with the necessary level of detail, the criteria and standards for their implementation, a set of tools and development environment of operation take an important place for designing above publications. The impact factors which characterize the quality of EP have been allocated by the application of the method of system analysis. Based on the decision theory, the task of selecting of the optimum value in relation to EP criteria has been formulated.

**Results.** Three ways of solving the problem of choosing the optimal EV have been offered. The first method uses the formation of effective alternatives, the second one uses for bring the problem with many criteria efficiency electronic publication of criteria to one and the third uses for forming of semi structured task for the system, when there is no possibility to establish quantitative assessment criteria and parameters between a test system using the analytic hierarchy.

**Novelty.** Themultifactorial task, that is determined during the design, manufacture and operation of information products, is choosing one of the best electronic publishing of network.The selection of optimal parameter values EP can be considered reasonably by the proposed concept of decision-making in the design.

**The practical significance.** The feasibility of using a linguistic approach has been grounded during making strategic decisions on the assessment of the effectiveness of information system.Consequently, the characteristics which define the efficiency are considered in terms of the theory of fuzzy sets as linguistic variables. In assessing the characteristics of the information system, the linguistic approach allows to use as quantitative characteristics, which objectively inherent uncertainties and qualitative, such subjective evaluation which are expressed by vague concepts.