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| **تحديد خطط الانتاج الكفوءة لشركة الشهيد العامة** | | | | Thesis Title |
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| **Conventional linear programming methods are usually in determination of optimum production which either maximizing to total costs under definite constraints . The main deficit such models is their negleeting risk which exit in production process.**  **Hazell at (1971) succeeded to improve the conventional linear programming to linear models take in consideration risk and uncertainty . The new models are based on the assumption, that decision mater could choose between optimum plans on the basis of expected income (E) from each plan and the absolute total deviation (A) ; thus this invented model which includes the above mentioned variables as a measure for risk in any plan is called MOTAD (Minimization Of Total Absolute Deviation). By using this model minimum total absolute deviation is obtained,which means that an efficient plan is fulfilled with gross margin (E) and minimum total absolute deviation (A).**  **A linear alternative mathematical programming model introduced by Loren W. tauer at (1981) computationally efficient and generates solutions meeting the second-degree stochastic dominance (SSD) test. MOTAD does not do this. The model is a modification of MOTAD CALLED TARGET MOTAD. It's two attribute risk and return model. Which generates a subset of feasible SSD ( second degree stochastic Dominance techniques are appealing the erotically because they require only function properties ,rather specific forms be specified.**  **The thesis aims to derive the efficient industrial plans for Al – shaheed general company under risk by using MOTAD and target MOTAD as a linear alternatives models for the quadratic programming models.**  **The results showed that there risk and the expected gross margins. And if the studied company strives to get high gross margin , it should tolerate risk and vice versa. Beside that , target MOTAD appears to be more plausible approach for examining risk-return trade – offs , and in addition it's more consistent with recent economical literature .**  **Finally the contents of this research divided into three chapter. The first dealt with the found mental concepts , previous studies and theoretical sides related to the subject of the research .**  **The second chapter involved a technical financial analysis and building the priamary model of linear programming for the taget company.**  **The third chapter contains an empirical study on data of Al- shaheed company by using MOTAD and target MOTAD .**  **Then conclusions and recommendation had been showed. The essential of which in the above mentioned pasper.** | | | | Abstract |