

Evaluation of balanced performance based on BSC model indicators (Case study: East Azerbaijan Water and Sewage Firm)

Abstract

One of the new managerial approaches that most firms have to employ is new methods of evaluation of performance that plays an important role in improvement of performance of an organization. Balanced Score Card is recent managerial innovation that evaluates an organization from four main managerial perspectives and its aim is to offer a comprehensive outlook of the business for the chief managers. This research was conducted by the aim of evaluation of the performance of the East Azerbaijan Water and Sewage Firm by using performance evaluation indicators that assessed the organization from financial, customer, inner processes and learning perspectives. The statistical sample consisted of 80 chief managers of the East Azerbaijan Water and Sewage Firm. The tool for data collection was author made questionnaire that the validity and reliability of the questionnaire were measured. The data were analyzed by using test of the sample and the results showed that the organization performance was higher than tested level from financial, customer, inner processes perspectives and learning was equal the tested level. Generally, the firm has balanced performance and it has balanced and optimal performance in four perspectives.

Key words: performance evaluation, balanced performance, BSC model