

## عنوان مقاله:

A balanced scorecard approach for evaluating performance of E-services case study: state-owned banks from fars province

## محل انتشار:

پنجمین کنفرانس بین المللی مدیریت استراتژیک (سال: 1389)

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## نویسنده:

yasser amiri - Eecutive MBA,department of economics

## خلاصه مقاله:

As a consequence of the growing importance of recent information and communication technologies for the delivery of financial services the appraisal of e-banking performance becomes an area of growing interest to researchers. An accurate and successful evaluation of performance to know about both the effectiveness and efficiency of the organization's programs and procedures is a must today. given the inadequacy of financial criteria for performance measurement, the BSC approach has won unique welcome in meeting the crucial need for evaluation of performance. this survey seeks make an assessment of the performance of electronic services offered by a selected group of state-owned banks in the fars province of Iran by using BSC model

## کلمات کلیدی:

.balanced scorecard(BSC),,E-banking,performance,performance evaluation

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/103015>

