

عنوان مقاله:

Performance evaluation of Iranian Offshore Oil Company using a combined BSC-EFQM approaches

محل انتشار:

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خلاصه مقاله:

This paper presents an overview of the organizational performance evaluation model based on balanced Score Card (BSC) and European Foundation for Quality Management (EFQM). Then, a combined BSC/EFQM model is developed. The BSC served as a strategic management tool and the EFQM as a business excellence model to find weakness points. The combined model used to evaluate the performance of Iranian Offshore Oil Company that yielded some improvement alternatives.

کلمات کلیدی:

Balanced scorecard, European Foundation for Quality Management, organization, strategy

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