

عنوان مقاله:

(Examining the Balanced Scorecard Model via System Dynamics Approach (Case study: Mahab Ghodss Company

محل انتشار:

مجله بین المللی تحقیق در عملیات و مطالعات تصمیم گیری، دوره 1، شماره 2 (سال: 1393)

تعداد صفحات اصل مقاله: 11

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خلاصه مقاله:

Kaplan and Norton introduced the BSC (Balanced Scorecard) tool in the organizational level. BSC as a comprehensive set of performance evaluation provides a structure for evaluating the organization's strategies and management system. On the other hand, this dynamic system is a tool for investigating and analyzing the behavior of a system over time and depending on the cause and effect relationships and the dynamics of it. To realize the numerical effectiveness of effective criteria in evaluating the performance of the entire organization, dynamic models are efficient tools because they heed to the significant effect of time within this process. The BSCbased simulation is capable to test different what-if scenarios to determine the appropriate policies and strategies. This article outlines the executive steps to combine the BSC and dynamic system in Mahab Ghodss Company in order to enhance the performance of BSC and overcome its weaknesses

کلمات کلیدی:

Dynamic model, performance evaluation, balanced scorecard

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