عنوان مقاله:

Performance Evaluation of education centre Based on the Balanced Scorecard with using MCDM Technique

محل انتشار:

اولین کنفرانس بین المللی حسابداری و مدیریت در هزاره سوم (سال: 1394)

تعداد صفحات اصل مقاله: 11

نویسندگان:

(Neda Jalaliyoon - *Malaysia- Japan International Institute of Technology (MJIIT), Universiti Teknologi Malaysia (UTM*

(Nooh Abu Bakar - *Malaysia- Japan International Institute of Technology (MJIIT), Universiti Teknologi Malaysia (UTM*

خلاصه مقاله:

This study aims at developing a set of appropriate performance evaluation indices mainly based on balanced scorecard (BSC) for extension educationcenters in universities by utilizing multiple criteria decision making (MCDM). Through literature reviews and experts who have real practicalexperiences in extension education, adequate performance evaluation indices have been selected and then utilizing the analytic network process (ANP), andTOPSIS respectively, further establishes the causality between the four BSC perspectives as well as the relative weights between evaluation indices. Fromthe analysis results, it indicates that "Learning and growth" is the significant influential factor and it would affect the other three perspectives. In addition, it is discovered that "Internal process" perspective as well as "Customer" perspective play important roles in the performance evaluation of educationcenters. The top three key performance indices are Satisfaction of graduates with technology in the university, Average quality of students' intake (Mean intake CGPA), Satisfaction of graduates with facilities for personal need. The proposed evaluation model could be considered as a reference for education centers to prioritize their improvements

کلمات کلیدی:

Higher education, Performance evaluation, Balanced Scorecard (BSC) Analytic network process (ANP), TOPSIS

لینک ثابت مقاله در پایگاه سیویلیکا:

https://civilica.com/doc/455753