

عنوان مقاله:

Performance Evaluation of Banking Organizations Using the New Proposed Integrated DEA-BSC Model

محل انتشار:

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خلاصه مقاله:

Data envelopment analysis (DEA) is a nonparametric approach to estimate relative efficiency of Decision Making Units (DMUs). DEA and is one of the best quantitative approach and balanced scorecard (BSC) is one of the best qualitative method to measure efficiency of an organization. Since simultaneous evaluation of network performance of the quad areas of BSC model is considered as a necessity and separate use of DEA and BSC is not effective and leads to miscalculation of performance, integrated DEA-BSC model is applied. Regarding to multi-objective nature of the proposed model, two techniques including goal programming and weighted average method are used to solve such problems. At the end of the study, based on data relating to indexes of quad areas of BSC model, the results of the mentioned methods is compared. Besides assessing validation of the proposed model, the overall efficiency and each of the different stages of BSC is obtained. So that, finding a model for decision making units in various stages of .BSC is the innovation of this research study

کلمات کلیدی:

data envelopment analysis; balanced scorecard; decision making units; goal programming; weighting objective function; multi objective programming

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