

AF 117

STUDY THE PERFORMANCE OF MANAGEMENT FACULTIES IN SRI LANKAN UNIVERSITIES USING BALANCED SCORECARD FRAMEWORK

Abstract:

Robert Kaplan and David Norton present their Balanced Scorecard (BSC) framework to organizational leaders as comprehensive techniques for the performance management of their organizations. The central principle underlying the BSC is that organizations should focus not only on current financial success but also on the forces driving financial success. The architects of the BSC identified three non financial factors driving financial performance viz. customer satisfaction, internal business process and organizational learning. The BSC widely used method to improve on an organizations performance and it is essential for Universities as the centers of education, knowledge creation and knowledge worker evolvment. However, for the evaluation of performance Universities still refers to traditional financial data, which could not understand and influence and defect of performance on a Management Faculties in Sri Lankan Universities completely. This study explores the application of the Balanced Scorecard at Management Faculties in Sri Lanka Universities and finds that, although Universities are increasingly using it, there is no evidence that Balanced Scorecard created for Universities are based on appropriate stakeholders 'perception'. In this study, 46 departments under each Management Faculties from the all Universities were considered. After the Balanced Scorecard is designed, the perception of management staff on its use is also investigated. The results reveal that staff welcomed the use of the Balanced Scorecard and most of them suggested that they needed awareness programme on Balanced Scorecard.

Keywords:

Balanced Scorecard (BSC), Performance Measurement, Universities, Management Faculties.