

**The probability of installing the balanced evaluation card method
for assessing the operation of stationed companies in Brijand's
industrial town**

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Abstract

The aim of accomplishing this research is the inspection of the probability of installing the balanced evaluation card method for assessing the operation of stationed companies in Brijand's industrial town. One of the evaluation methods for operation of the organization is the concessionary balanced card which considers all aspects of the organization. In this research four points of view relating to the balanced evaluation such as; financial, customer, interior and learning and growth processes from two aspect of the present and ideal situation has been investigated. The present research from the aim aspect is applicatory and from its accomplishment view is descriptive-measurable one and the questionnaires has been used in the form of Likert's five grade scale. The findings indicates that the probability of installing the company's strategies by the approach of balanced evaluation card is possible. And also it can be said that the companies conceived the importance of non-financial criterions in assessing this operation, but they don't use continuously from the balanced evaluation method.

Key Words: Evaluation of strategic operation, balanced evaluation card, strategic management system.

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