Modeling the evaluation performance of organizational entrepreneurship with balanced scored card: the case of small and medium enterprises of Iranian tile industry

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**ABSTRACT**

In the 1990s, the Balanced Scorecard Model was introduced by Robert Kaplan and David Norton as a new approach of evaluation performance and then as a tool to help implementing the strategies. In this paper, this model is used to evaluate the performance of organizational entrepreneurship in small and medium enterprises of Iranian tile industry. The purpose of this research is implementing the balanced scored card step by step to evaluate the performance the organizational entrepreneurship in Iranian tile industry. The data was gathered with the questionnaires responded by the Experts of Iranian tile industry through Questionnaires & interviews. Then the eigen vector technique has been used to weight the importance of each perspective and its indices of the balanced scored card. The results show that a customer perspective has the most and the learning and growth perspective has the least Priority evaluating the organizational entrepreneurship the Iranian tile industry and the efficiency of the whole industry has been 20.73% which is much lower than overall average.

**Keywords:** balanced scorecard - Evaluation Performance - small and medium enterprises , Iranian tile industry