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Abstracts

J. William Harden and David R. Upton in 2016 elaborate the definition of the balance scorecard as an innovative technique for helping the corporations in strategic manners to translate the planning and strategies into action. The balance scorecard starts with the identification of the vision of the company and the aims and objectives of firm and then it moves towards the location of critical success factors of business. Calculations and evaluations are then assisting in setting the goals and the performance evaluation in critical success path. Balance scorecard is a combination of financial and strategic computations and measure related to the progress factors of the business. It displays the true essence of the company's value creating activities. It is applied to all size and formats of the companies as it is suitable for the small sized firms as well as for the multinational companies. It provides the description of the goals and strategic objectives of business on the single page (J. William Harden and David R. Upton, 2016). Cont... (700 words of this report)

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