

**MEASUREMENT FREQUENCY OF THE BALANCED
PERFORMANCE FACTORS AND THE CORPORATE
PERFORMANCE: A SURVEY ON THE TURKISH
MANUFACTURING COMPANIES**

—ABSTRACT—

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The importance of nonfinancial performance measures in the performance management systems has been increasing in recent years. One of the performance management tool the balanced scorecard (BSC) provides a comprehensive set of financial and nonfinancial performance measures for the organizations. The balanced scorecard has four perspectives; financial, customer, internal process and learning and growth.

This study includes a survey on performance measurement and management systems in the biggest 500 Turkish manufacturing companies. The measures used in the survey were classified based on the balanced scorecard perspectives. In the study, measuring frequency of performance measures in the manufacturing companies is determined. We also asked the self evaluations of the corporate performance in different aspects. Then we analysed the relations between the measurement frequency and the corporate performance evaluations by using canonical correlation analysis.

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