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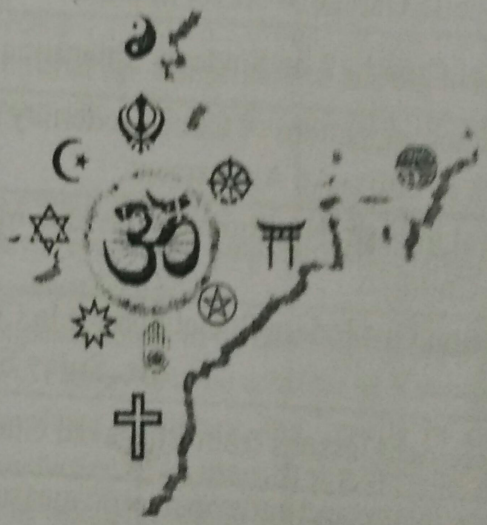

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Effective Use of Balanced Scorecard to Evaluate the Performance of Academic Libraries

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Abstract :

Today the situation has changed rapidly and working of the Libraries get more and more challenging. It is important to understand the goals and the methods for achieving those goals Academic libraries need to have some concrete planning for its required development and result. It is very important to know the libraries about their users and how libraries will serve them to satisfy the need of its users in the changing environment? The Balanced Scorecard mainly focused on the performance given by the running system. The Balanced scorecard provides the solution of this problem. The Balanced Scorecard is a tool helps to face the number of challenges and offers the solution for libraries through its strategic management. The Balanced Scorecard approach can be adapted by the academic libraries to meet their specific goals. Timely evaluation of the libraries are necessary to meet the need for future growth.

Key Words : Library, Balanced Scorecard

Introduction : In the midst industrial age competition is shifting to information age. With this revolution of information age environment, in the 20th century, libraries fills to require new capabilities for competitive success.

The concept of Balanced Scorecard developed by Robert Kaplan and David Norton"The balanced score-card is a powerful concept based on a simple principle: managers need a balanced set of performance indicators to run an organization well,"

Generally evaluation of any organization is to be done on the basis of profit gains by it. But this is not possible in the case of library. Library is to be consider as a non-profit organization. There are various methods are available to evaluate the library. But, mostly its success depends upon the services provided by the library and satisfaction of its users.Now a days the academic libraries, are to consider implementing acomplete tool or technique which will evaluate it properly and bring the real change to the academic library. It is clear that library needs to set up its goal in order to achieve its milestone. Here Library should set its vision to fetch goal with the help of Library Balanced Scorecard.

The Balanced Scorecard is a strategically focused performance management system. The Balanced scorecard translates libraries mission and strategy into a comprehensive set of performance measure that provides the framework for strategic measurement and management system. The scorecard measures libraries performance across four balanced perspectives i.e.

i. Customers,
ii. Internal Business Processes,
iii. Innovation and Learning, and
iv. Financial.

The Balanced Scorecard enables libraries progress in building the capabilities and acquiring the intangible assets they need for future growth.

The performance measures selected for the Balanced Scorecard should reflect the vision and strategies of the organization and include four different viewpoints or perspectives such as ;

1.Customer perspective (Users)