

Performance Evaluation of the Iranian Wire and Cable Association (and member companies) Based on the BSC Balanced Scorecard Model

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Evaluating the performance of organizations and firms and examining the results of their performance over a given period is an important and strategic process while determining the competitive position of the organization significant role in continuous improvement and quality improvement and the effectiveness of management decisions on organizations. Performance appraisal should be so comprehensive that can relate all aspects of the organization's activities to their performance and reflect the role of managers' decisions in achieving their performance improvement goals. In this regard, the Balanced Scorecard as a modern management tool is introduced to formulate strategy and evaluate the performance of organizations. Today the wire and cable industry in the field of the Ministry of Energy and the electricity industry, it is of great importance and the design, manufacturer, consulting and trading companies in this industry play a key role in the sustainable development of this nation's revitalizing and arterial electricity industry. Therefore, the present study is aimed at Performance Evaluation of the Iranian Wire and Cable Association (and member companies) Based on the BSC Balanced Scorecard Model that is applied, descriptive, and field research. The statistical population of the study consisted of expert experts, chiefs and middle managers, senior managers, factory managers and members of the board of directors and experts of the Iranian Wire and Cable Association with 52 persons that 35 of them were studied by stratified random sampling. In this way, first, the indicators affecting performance after library studies were ed through a questionnaire distributed among experts through Delphi method. In the next step, the field method was used to collect the data needed to measure each component and index. The results of the ratings of the Iranian Wire and Cable Association (and member companies) using the TOPSIS

method have shown that Abhar Wire and Cable Company with an approximation coefficient of 0.85 is ideally in the first position and Alomtec and Alomrad with an approximation coefficient. 0.34 is in the sixth position. And the order of the other companies is as follows: Simco Rasht company with a coefficient of closeness of 0.74 in the second place, Alborz cable company with a coefficient of closeness of 0.71 in third place, Tabriz wire and cable company with a coefficient of closeness of 0.55 in fourth place and the Nour Pouya wire company is in fifth place with a coefficient of closeness of 0.38. **Keywords: Performance Evaluation, Balanced Scorecard, Cable and Wire Association of Iran**

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