



IMPACT ANALYSIS OF BALANCED SCORECARD TECHNIQUE IMPLEMENTATION ON OIL AND GAS INDUSTRY OF INDIA

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ABSTRACT

The main objective of this research paper is to investigating the effectiveness of application “Balanced Scorecard” technique implementation on oil & gas industry of India and to identify the problem areas and the enterprise development strategy with the use of the key success factors. Balanced Scorecard is a strategy management technique that helps managers to translate organization strategy into operational objectives and implement it. BSC framework looks at the strategy from four different perspectives i.e. learning and growth, customer, internal business processes and financial. Study of BSC is to calculate effectiveness and particular significance on oil and gas industry of India. All we know that The oil and gas sector is among the six core industries in India and playing a major role in influencing decision making for all the other important sections of the economy. The Government of India has adopted several policies to fulfill the increasing demand in a suitable manner. So all four measures Perspective Researcher trying to find the effectiveness of BSC implementation on oil and gas industry of India as follows:--

Learning and Growth Perspective

To know the Business objective

To know the Skills and skillfulness of Employees

Customer satisfaction perspective

Market share

Customer Profitability

Internal business process perspective

Ability to innovate

Ability to launch new product in a competitive market

Financial perspective

To know the financial objectives

To know the Strategies of financial perspective

Key words: Balanced scorecard, oil and gas industry of India
