

Saowapong Yamaphat 2007: The Study of Dimension and Model of Performance Evaluation Used Balanced Scorecard: A Case Study Office of The Permanent Secretary Ministry of Commerce. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Porntep Patananurak, M.A., M.B.A., 113 pages.

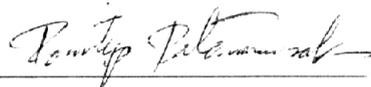
The study was Documentary Research, there were five purposes: to study the concept and model, process of establish, effects, problems and threats, and setup fit model for The Office of The Permanent Secretary Ministry of Commerce. The Qualitative Methodology was mainly applied for this study, depth interviewed of 9 executives and collected data from texts, journals and concerned records.

The study indicated that, in generally four dimensions were accepted as Financial, Customer, Internal Process, and Learning and Growth. Thai government imported in 2003 and changed dimension's name as Effective, Efficiency, Quality of Service, and Organization Development. Its process of establish BSC has run on private sector's strategic planing principle, which denied setting up its fitting dimensions and developed strategy maps the first. The effects after used BSC were better services, smooth risk defense systems, and sub- obtimization. Moreover, overload working, unsuitable indicators, money incentives, and uncreated organizational value were threats.

I have developed five dimensions for The Office of The Permanent Secretary Ministry of Commerce as: Staff's Responsibility, Customer's Benefits, Transparency, Efficiency, and Supporting Dimension.



Student's signature



Thesis Advisor's signature

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