Pensuda Jaiwong 2008: A Strategy Map Development: Use of Performance Information. Doctor of Engineering (Industrial Engineering), Major Field: Industrial Engineering, Department of Industrial Engineering. Thesis Advisor: Associate Professor Kongkiti Phusavat, Ph.D. 190 pages.

The research aims to propose an alternative approach for the development of a strategy map. This proposed approach relies primarily on information from performance measurement. This approach has been tested with extensive and comprehensive data from three manufacturing firms collected during January 2005 until June 2006. The Balanced Scorecard (BSC) represents a basis for performance measurement. Included in this research's activities are the verification of the BSC interrelationship, the application of the Muliti – Criteria Performance Measurement Technique (MCPMT), and the categorization of these key performance indicators (KPIs) into different focus areas. These areas represent strategies, objectives, or factors that commonly shared by the three companies. The statistic analysis helps identify possible impacts among focus areas. The time and time-lag effects are also included in this analysis. Then, the strategy map is developed. In order ensure that the proposed alternative is useful and acceptable, its results have been verified and shared with top executives from three participating firms as well as comparisons with other literatures. The three strategy maps have received positive feedback because they provide a comprehensive view that is valuable for performance analysis. Moreover, the time-lag information is perceived to be helpful for planning, communicating to staffs, and monitoring and evaluation. Finally, this research shows that it is possible to use information from performance measurement to formulate a useful strategy map for decisions/ actions from a company's management. As a result, a management process should be strengthened.

_____ _____ ___ / ___ / ___

Student's signature Thesis Advisor's signature