

Term Paper Title: Balanced Scorecard as Information Strategy Model to Support the Distance Project Management of United Steel Work Company Limited. **Author:** Mr. Attapong Attaphaiboon. **Major:** Information Technology and Strategy **Year:** 2010.

Abstract

The purpose of this study was to create the information strategy model to support Balanced Scorecard for the Distance Project Management of United Steel Work Company Limited by providing information about work progress of United Steel Work Company Limited on Website for fast and convenient service management. Method of study for designing information strategy model were comprised of four procedures: 1) conducting a feasibility study by considering existing systems in terms of the organisation's information structure and ways of work carried out in each department, and defining information requirements of each department from the feasibility study, 2) analysing the problems of the company, 3) studying Laudon, and Laudon's principles of information systems and the fundamentals of Balanced Scorecard strategy, and 4) designing the information models, creating a context diagram for the Distance Project Management in order to describe the flow of data, producing a relational database to show the relationship between data, and analysing the data processing process using IPO model considering information users in all management levels of the company based on Laudon and Laudon's principles.

From the study, it was concluded that the information strategy model supporting Balanced Scorecard for the Distance Project Management of United Steel Work Company Limited resulted in fourteen information models, created by taking account of users of all administration levels, strategic, management, and operational levels. Two information models were created for the strategic level, 4 models were constructed for the management level, and eight information models were designed for the operational level.