

THE MEANS OF ANALYSIS AND EVALUATION FOR CORPORATE PERFORMANCES

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Abstract:

The aim of this paper is to show the concept of corporate performance as a measure of total corporate effectiveness and efficiency and to analyze the components of total corporate performance and define the critical variables affecting each of them. The main objective is to compare different approaches to the issue of corporate performance analysis [evaluation], and to present cases of corporations applying successful and less successful total performance schemes, as well as to develop an integrated approach to corporate performance analysis and define its organizational, informational, and behavioural requirements.

Keywords: *SWOT analysis, EVA, Balanced Scorecard, customer, internal process, learning and innovation and financial performance, as well as ratio analysis.*

JEL codes: *L25*