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Nota di contenuto	Intro -- Introduction -- 1.1. Background of the research -- 1.2. Research and objectives -- 1.3. Scope of the research -- 1.4. Research methodologies -- 1.5. Structure of book -- 1.6. Conclusion -- Performance Measurement and Balanced Scorecard -- 2.1. Introduction -- 2.2. Performance measurement -- 2.3. The Balanced Scorecard -- 2.4. Adoption of the Balanced Scorecard -- 2.5. Determinant of the Balanced Scorecard adoption -- The Balanced Scorecard Adoption in Vietnamese Small and Medium Sized Enterprises -- 3.1. Introduction -- 3.2. The Vietnamese business environment -- 3.3. SMEs in Vietnam -- 3.4. Conclusion -- Why Have Vietnamese Small and Medium Sized Enterprises Adopted or Not the Balanced Scorecard? -- 4.1. Introduction -- 4.2. Sample description -- 4.3. Findings and Discussion -- 4.4. Summary of results -- 4.5. Conclusion -- How Do the Factors Influence the Successful Adoption of the Balanced Scorecard by Vietnamese Small and Medium Sized Enterprises? -- 5.1. Introduction -- 5.2. Findings and Discussion -- 5.3. Summary of results -- 5.4. Conclusion -- What Are the Factors Affecting the Level of the Balanced Scorecard Adoption in Vietnamese Small and Medium Sized Enterprises? -- 6.1. Introduction -- 6.2. Conceptual Framework

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Sommario/riassunto

Since its introduction by Kaplan and Norton in 1992, the Balanced Scorecard (BSC) has gradually been adopted as a fundamental system of management by many organisations. Because the BSC is mainly designed for large companies in developed countries, there is a question of its successful application in Small and Medium-sized Enterprises (SMEs), especially those in developing countries. As there is little research in this area, this book is designed to fill that gap. In this book, Vietnamese SMEs are used as the central study cases for the application of BSC. Such a system enables SMEs to meet their management needs more quickly. Lessons learned in this study can be extended not only to other Vietnamese SMEs but also to firms in other countries with similar economic conditions. The book will also provide an improved understanding on factors influencing the adopting process.
