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Abstract
With the development of internationalization and liberalization, the fast changes of business environment have made enterprises face fierce competition. When Taiwan's enterprises actively broaden their business map toward overseas areas for sustainable business, the question of how to effectively control the overall business of a company so as to increase the overall competitiveness has gradually
gained more importance.
The contents of balanced scorecard include four aspects: finance, customers, internal process of enterprise, learning and growth. Balanced scorecard turns the vision and strategies of enterprises into actionable and measurable indicators. This study considers different tasks of each subsidiary, and therefore, the past performa- nce and future planned targets of subsidiaries are taken into accounts to make a fair
assessment of business performance of each subsidiary.
Grey Relational Analysis has the advantages of turning multi-factors into qua- ntitative analysis and comprehensive assessment. However, this method adopts "Eq- ual Weight Method" for measuring each factor and does not totally meet demands in practice. Analytic Hierarchical Process directs objective weight by group strategies so as to strengthen the weakness of Grey Relational Analysis in terms of weight.
This research applies balanced scorecard as the basis of the assessment eleme- nts of overall business performance. Analytic Hierarchical Process sets up weight for each element and Grey Relational Analysis conducts the business performance of assessment. This research offers a more objective and fair assessment model for
enterprises conducting subsidiaries' business performance.
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