NEW DIMENSIONS OF PERFORMANCE MEASUREMENT

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ABSTRACT: The current business environment requires a performance management with a much broader framework. The article deals with the overall performance of an entity and the composition of performance indicators that are grouped under specific dashboards: economic and financial, social and environmental. In order to reflect economic and financial, social and environmental performance, an entity may use the dashboard which allows selection, arrangement and presentation of performance indicators, on the basis of objectives and to obtain the information necessary for performing the pilotation of this entity. The approach proposed started from the conceptual framework of CERISE which was expanded and treated in the light of the research conducted. Depending on the empirical importance provided by each performance dimension (the economic-financial, social and environmental), they received a share which is reflected in the complexity of the final decision at microeconomic level. The existence and development of a performance management system in economic entities for any entity represents a competitive advantage because it is the starting point for achieving sustainable performance, achieving medium and long term high-performance. To highlight aspects of the economic and financial, social and environmental performance we suggest using an intercorelatted dashboard, whose composition and visualization is shown by our study. The article ends with the authors' conclusions regarding global performance and macroeconomic framework for broadening the constitutive formation of indicators used in the dashboards, which ultimately contributes to the knowledge of the actual performance of an entity.

Keywords: economic environment, social environment, strategy, dashboard, performance indicators, entity

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