

MEDIÇÃO DO DESEMPENHO

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BRASIL. Escola Nacional de Administração Pública

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HOW TO MANAGE PERFORMANCE

How to manage performance. - 1st ed. - Norwich : Format, 2002. - 87 p. : quadros ; 30 cm. - (The IS management and business change guide)
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SALINAS SÁNCHEZ, Javier

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Measuring and comparing the performance of Portuguese secondary schools [Documento electrónico] : an exploratory study / Cláudia S. Sarrico, Maria J.

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As práticas de avaliação do desempenho : relatório do inquérito realizado em Portugal / SHL People Solutions. - 1ª ed.. - Lisboa : SHL People Solutions, 2005. - 46 p. : quadros, gráficos ; 30 cm

SOUSA, Maria Gabriela Pombo

O balanced scorecard : um instrumento de gestão estratégica para o século XXI / Maria Gabriela Pombo Sousa ; Lúcia Maria Portela de Lima Rodrigues. - Lisboa : Rei dos Livros, 2002. - 229 p. : quadros e figuras ; 24 cm
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TOOLS FOR PERFORMANCE MEASUREMENT IN HEALTH CARE

Tools for performance measurement in health care : a quick reference guide. - 1st ed. - Oakbrook T., Illinois : Joint Commission Resources Mission, 2002. - 105 p. : il., quadros e figuras ; 28 cm.
ISBN 0-86688-715-6 (brochado)

UNITED NATIONS DEVELOPMENT PROGRAMME

Users' guide for measuring public administration performance [Documento electrónico] / United Nations Development Programme. - Ficheiro electrónico textual (1,08 MB). - Oslo : UNDP, 2009. - 78 p. : il., tabelas e gráficos
Descrição baseada na consulta de 10-12-2009.
<http://www.undp.org/oslocentre/docs09/MeasuringPublicadministration.pdf>

BASE EMERALD MANAGEMENT XTRA

TI: [Measuring the performance of research collaborations](#)

AU: Simon Philbin

KW: ; Performance management; Project management; Research; Universities

JN: Measuring Business Excellence

PD: 2008

PB: Emerald Group Publishing Limited

VO: 12

NO: 3

PG: 16 - 23

IS: 1368-3047

URL: <http://www.emeraldinsight.com/10.1108/13683040810900368>

ABT: Purpose – The purpose of this research was to investigate how to measure the performance of research and technology collaborations and to subsequently improve the management of university-industry collaborative projects. **Design/methodology/approach** – Literature studies have been carried out on the performance measurement of collaborative relationships and this has been augmented by research involving interviews with 32 relevant stakeholders. **Findings** – The study has allowed a new performance measurement tool to be developed that is based on a conceptual model of research collaboration as a transformation process. This process incorporates the key findings from the literature and empirical studies, namely the need for technical, project, business and social inputs as well as knowledge and sustainability process outputs. **Research limitations/implications** – The research focuses on university-industry collaborations and although the performance tool may be applied to other forms of collaboration, there may be elements specific to the application under investigation. **Practical implications** – The new performance measurement tool can be used by academic faculty and professional services staff within universities to improve the management of research collaborations as well as by industry to help manage collaborations with universities. Both types of organisation can use the tool to help inform business and technical strategy. **Originality/value** – The performance tool incorporates key requirements identified in the literature together with the findings from a consultation with a diverse group of highly experienced stakeholders; therefore, it provides a rigorous assessment of the issues and requirements for the management of research collaborations.

TI: [Measuring brand performance through metrics application](#)

AU: Rajagopal

KW: ; Brand management; Brands; Emergent strategy; Performance

measurement (quality); Risk management

JN: Measuring Business Excellence

PD: 2008

PB: Emerald Group Publishing Limited

VO: 12

NO: 1

PG: 29 - 38

IS: 1368-3047

URL: <http://www.emeraldinsight.com/10.1108/13683040810864369>

ABT: Purpose – The purpose of this paper is to discuss the essential components of a brand metrics strategy and application of brand scorecard as an integrated approach to measure the overall performance of brands. Tools for brand performance measurement are integrated by firms into brand measurement systems, with new models for prioritizing the factors of brand influence introduced continuously. Hence, brands need to be periodically measured in terms of the impact on consumers, stimulating market demand, sustaining seasonality effects and exploring opportunities for proliferation.

Design/methodology/approach – This paper determines the essential components of a brand metrics strategy conceptualizing the inter-dependence of “Five-A” factors which include awareness, acquaintance, association, allegiance and appraisal to measure the performance of brands. The application of a brand scorecard process as an integrated approach to measure the overall performance of brands is also discussed, explaining how different constituents of metrics can be linked to business performance. **Findings** –

Brand metrics are considered to be effective tools for measuring the qualitative parameters of brand performance in a given market and time, allowing the firm to measure the effectiveness of brand-building activity in reference to brand investment (financial inputs) and brand impact (growth outputs) in the business. It is also argued in the paper that brand management is not just a marketing issue; it also directly affects corporate profitability. Effective brand portfolio management starts by creating a fact base about the equity in each brand and the brand's economic contribution. **Research limitations/implications** – An effective brand measurement system helps businesses to understand how the brand is performing with the framework of customer values and against competing brands. This is a simple and effective tool of measuring brand performance in the market woven around the principle of pooling quantitative variables in various combinations in the metrics. It is important for a firm to understand relationships between brand perception, brand performance and financial impact, to work within the brand metrics process. **Practical**

implications – Application of brand metrics and brand scorecard would be useful for the managers to conduct analysis of brand metrics for mapping yield-loss score in reference to brands gained versus brands lost. The metrics tools help in measuring the impact of various market drivers such as demand, consumer preferences, retail sales, brand promotion, price sensitivity, product attributes, trial effects and repeat purchase behavior of consumers on the performance of brands. **Originality/value** – Brand metrics is a new concept and plays a major role in measuring the performance of brand in the market and applications of brand scorecard helps the process of determining the brand yield.

TI: Strategic Performance Management: Leveraging and Measuring Your Intangible Value Drivers

AU: Bernard Marr

KW:

JN: Strategic Direction

PD: 2008

PB: Emerald Group Publishing Limited

VO: 24

NO: 1

PG: -9223372036854775808 - -10

IS: 0258-0543

URL: <http://www.emeraldinsight.com/>

ABT:

TI: Measuring performance of virtual learning environment system in higher education

AU: William Ho, Helen E. Higson, Prasanta K. Dey, Xiaowei Xu, Rami Bahsoon

KW: ; Analytical hierarchy process; E-learning; Higher education; Performance measures; Quality function deployment

JN: Quality Assurance in Education

PD: 2009

PB: Emerald Group Publishing Limited

VO: 17

NO: 1

PG: 6 - 29

IS: 0968-4883

URL: <http://www.emeraldinsight.com/10.1108/09684880910929908>

ABT: **Purpose** – The purpose of this paper is to measure the performance of commercial virtual learning environment (VLE) systems, which helps the decision makers to select the appropriate system for their institutions.

Design/methodology/approach – This paper develops an integrated multiple criteria decision making approach, which combines the analytic hierarchy process (AHP) and quality function deployment (QFD), to evaluate and select the best system. The evaluating criteria are derived from the requirements of those who use the system. A case study is provided to demonstrate how the integrated approach works. **Findings** – The major advantage of the integrated approach is that the evaluating criteria are of interest to the stakeholders. This ensures that the selected system will achieve the requirements and satisfy the stakeholders most. Another advantage is that the approach can guarantee the benchmarking to be consistent and reliable. From the case study, it is proved that the performance of a VLE system being used at the university is the best.

Therefore, the university should continue to run the system in order to support and facilitate both teaching and learning. **Originality/value** – It is believed that there is no study that measures the performance of VLE systems, and thus decision makers may have difficulties in system evaluation and selection for their institutions.