



EMPLOYEES' PERCEPTION ABOUT BALANCED SCORECARD IN COGNIZANT TECHNOLOGY SOLUTIONS INDIA PRIVATE LIMITED, CHENNAI

Mrs. M.Vijayalakshmi¹ & Dr. P. Natarajan²

ABSTRACT

The Balanced Scorecard an emerging performance management approach is intended to move beyond financial measures and more effectively evaluate the broader performance of an organization. It is being used in a leading software company Cognizant Technology Solutions India Private Limited (CTS) to find out its efficacy. The three perspectives of learning & growth, internal process, and customer relationship has been tested to know whether it contributes to strategic planning. The tool of analysis used is ANOVA. Eventually a conclusion is being drawn from the analysis.

KEYWORDS: *Balanced Scorecard, Strategic Linkage, Competency, Internal Process.*

¹Asst. Professor, Dept. of Corporate Secretaryship, Saradha Gangadharan College, Puducherry, India.

²Professor, Department of Commerce, Pondicherry University, Puducherry, India.
