

## **Performance Evaluation of Digital Strategy in IRIB-Yazd using the Balanced Scorecard Model**

**M. Hoboubati**

**Islamic Republic of Iran Broadcasting Yazd**

**Yazd, Iran**

**M. A. Vahdatzad, M. S. Owlia and H. Hoseininasab**

**Industrial Engineering Department**

**Yazd University**

**Yazd, Iran**

### **Abstract**

In recent years, media organizations, in line with technological developments are getting ready to use new technologies in order to attract more audience within the global competitions. Investment on digital production, digital broadcast, and digital archive is not a choice but an inevitable process. For this purpose, Islamic Republic of Iran Broadcasting (IRIB) as the country's most important media, along with the country's media prospective document, has employed the strategy of digital switchover in various fields. Given the role and importance of performance evaluation in achieving competitive advantages for an organization, the main goal of this study is the performance evaluation of digital strategy in IRIB-Yazd, using balanced scorecard model. Performance evaluation by this model considers not only financial measures, but also learning and growth, customer, and internal process measures. The statistical population in this research is all of the managers and staff in technical, radio production and broadcast, newsroom, and archive sections in IRIB-Yazd. The data are collected by questionnaire which distributed among 70 people randomly. The validity and reliability of the questionnaire was approved. The research method is a descriptive survey study of the field branch. Data analysis was carried out at two levels of descriptive and inferential statistic, using SPSS software. The findings show that the impact of digital strategy on the four prospective of balanced scorecard is greater than average. The highest impact is related to improving internal process and the lowest impact is related to customer satisfaction. Finally, some suggestions for developing and accomplishing of digital cycle are presented.

### **Keywords**

Performance evaluation, Strategy, Digital, Balanced scorecard, IRIB -Yazd