

- [14] Wongrassamee, S., Gardiner, P. D., Simmons, J. E. L., "Performance measurement tools, the Balanced Scorecard and EFQM Excellence model", *Measuring Business Excellence*, 7(1), 14-29, 2003.
- [15] Sime, K. L., Koh, H. C., *Balanced Scorecard: "A rising trend in strategic performance measurement, Measuring Business Excellence"*, 5(2), 18-26, 2001.
- [16] Wu, H. Y., Tzeng, G. H., Chen, Y. H., "A fuzzy MCDM approach for evaluating banking performance based on Balanced Scorecard. *Expert Systems with Applications*", 36, 10135- 10147, 2009.
- [17] Atkinson, H., "Strategy implementation: a role for the balanced scorecard?. *Management Decision*", 44(10), 1441-1460, 2006.
- [18] Kaplan, R. S., Norton, D. P., "The Balanced Scorecard- Measures that drive performance", Harvard Business Publishing, 1992.
- [19] Landin, A., and Nilsson, C.-H., "Do quality systems really make a difference? ", *Building Research and Information*, vol. 29, no. 1, pp. 12-20, 2001.
- [20] Reisinger, H., Cravens K. S., Tell, N., "Prioritizing performance Measure within the Balanced Scorecard framework", *Management International Review*, 43, 429-437, 2003.
- [21] Kaplan, R. S., Norton, D. P., "The Balanced Scorecard: Measures that drive performance. *Harvard business Review*, July – August 2005.
- [22] Hepworth, P., "Weighing it up- a literature review for the Balanced Scorecard. *Journal of Management development*", 17(8), 559-563, 1998.
- [23] Rickards, R. C. "Setting benchmarks and evaluating balanced scorecards with data envelopment analysis", *Benchmarking: An Int*

BIOGRAPHY

Ali Massaeli Ali is a Senior Expert in Industrial Inspection Department of National Iranian Gas Company, Tehran- I.R. of IRAN. He earned B.Sc. in Chemical Engineering from Azad University of South Tehran; M.Sc. in Industrial Engineering – System Management and Productivity from Azad University of Qazvin.

He has several research activities such as publishing internal journal of IGU (International Gas Union) and international conference papers. He has several industrial training courses in Chem. and Industrial Engineering and co- authoring and the editor of process engineering in oil and gas industry. He was one of the senior experts in SCOE integrating executive committee of Petroleum Ministry of I.R. of IRAN.

In the IEOM 2012(Istanbul-Turkey) he received Outstanding Industry Awards. He is one of the members Industrial Committee of IEOM since 2012 till now. Also he is member of jury team of International Management Conference since 2010 in managerial experience section.