Abstract

This study aims at resulted on the evaluating industrial performance by three hybrid approaches (BSC, AHP and DEA) abbreviated B.A.D. B.A.D. is not popularly and extensively used to analysis and evaluate performance on much academic scholar field. The research intend to use D.B.A approaches to get better frame structure of analyzing industrial performance and implement empirical study by this structure model. Taiwan industrial parks included general industrial parks and science parks are the important and mainly industrial clusters will to be the DMU of analyzed on this study.

Consequently, we find that the new structure model and appropriate procedure of this study can be quoted to evaluate and discriminate which industrial park ranking is better on different industrial cluster operating performance. Meanwhile the result indicates that not only industrial clusters can be ranking operating performance by this hybrid approach but also different governmental or nongovernmental organization can apply this model to get the useful result.

Keywords: Data Envelopment Analysis (DEA), Balance Scorecard (BSC), Analytic Hierarchy Process (AHP), Industrial cluster