

استخدام أسلوب المقارنة المرجعية في تقويم الأداء الجامعي
(دراسة مقارنة بين كلية الإدارة والاقتصاد / جامعة الكوفة و كلية الإدارة والاقتصاد
/ جامعة القادسية)

(Using Benchmarking in Evaluation The University
Performance)
(Comparative Study)

Benchmarking

$$\cdot (\quad)$$

(Quantitative approach)

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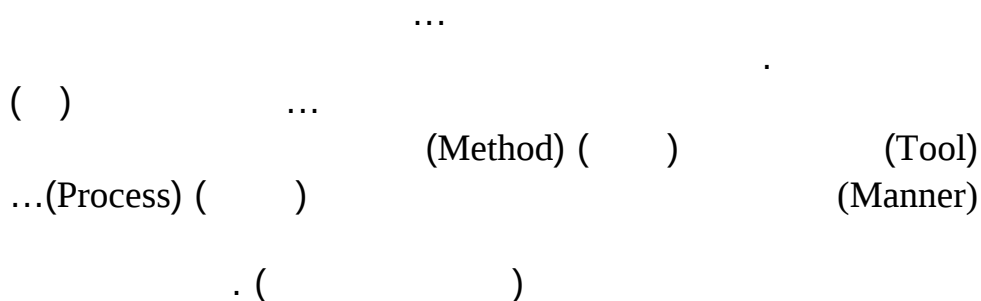
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Benchmarking

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Concept of Benchmarking :



(Kreither & Kinicki, :))

(((Krajewski, :)

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(Blocher & Others, :)

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Types of Benchmarking

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Internal Benchmarking

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(Shaw,et.al, :)

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Eternal Benchmarking

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- (): (Slack & Others,)
Competitive Benchmarking -
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(Performance Benchmarking)
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Functional Benchmarking (Evans,) -
(Process Benchmarking) ()
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- Strategic Benchmarking -
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steps of Benchmarking -
(Heizer, :)
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University Performance Evaluation

The Concept of Evaluating the Performance of University

(Byars, :)

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(Slack et.al, :)
(Mehrens & Lehmann, :)

(Ivancevich, ,)

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Performance Evaluation) :

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(Objectives

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General Trends to Assess Management Performance

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Objectives of the : -
(- :)Evaluation

General framework for the application of evaluation elements

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the Main Elements of the Performance Appraisal

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Evaluation : (:)Standards

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