

# **DEVELOPING MODEL OF PERFORMANCE MEASUREMENT IN SOCIAL ORGANIZATION**

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Social organization is the enterprise that priorities the organization as the enterprising entity rather than the individual entrepreneur. Social organization owned by the private or not for profit sectors. As a consequence of the emphasis on the organization versus the individual entrepreneur, the performance measurement systems have potentially overemphasized the role of the stakeholder, versus creating a mechanism for looking at financial performance. This paper presents a knowledge-based framework for designing the performance of NPO using a model based on Malcolm Baldrige National Quality Award (MBNQA) criteria and Social Enterprise Balanced Scorecard (SEBC) approach. The purpose is capturing both the benefits and consequences of those models by integrating their perspectives and categories into a comprehensive model. Using this comprehensive model, hopefully social organization could easily deploy their strategies into indicator criteria and measure its in order to encourage social organization get best achievement.

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