

## Designing a Balanced Scorecard Framework for Public Transport Organizations: The Case of IETT

CANITEZ, Fatih, University of Istanbul Technical, (TURKEY),  
fatihcanitez40@gmail.com

DEVECI, Muhammet, University of Yildiz Technical, (TURKEY),  
muhammetdeveci@gmail.com

DEMIREL, Nihan Çetin, University of Yildiz Technical, (TURKEY),  
tdemirel@yildiz.edu.tr, [nihan@yildiz.edu.tr](mailto:nihan@yildiz.edu.tr)

DEMIREL, Tufan, University of Yildiz Technical, (TURKEY), tdemirel@yildiz.edu.tr

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### Abstract

The *performance management concept*, which aims to improve an organization's performance as a whole, is of fundamental importance for the enterprises, operating in both private and public sectors, even if there can be some differences in implementation. Performance management applications in public transport sector enhance the management quality of public transport organizations, which, in turn, also provides a higher service quality for passengers. In this study, the Balanced Scorecard as an approach that can be applied to urban transport enterprises belonging to the public sector is adopted as a performance management method, with an implementation case for IETT, Istanbul's municipal public bus operator. Analytic Hierarchy Process (AHP) technique is employed to adapt this Balanced Scorecard method to urban transport enterprises belonging to public sector, putting forward a performance management framework that can be used by other public transport organizations as well.

*Keywords: Performance management, public transport, urban mobility, balanced scorecard, analytical hierarchy process, IETT*