A New Performance Measurement Framework for Small and Medium Enterprises

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Abstract
Act as a back bone of the global economy, Small and Medium Enterprises (SMEs) creates jobs opportunities and improved the economic growth. SMEs have triggered the attention of many researchers in a quest to discover new way to decreased SMEs vulnerable on global environment (Sorooshian, 2014). The awareness of this matter has brought up some new Performance Measurement System (PMS) models and frameworks designed for SMEs such as Integrated Performance Measurement System for Small Firms and Organizational Performance Measurement. The success of these models has not being confirmed since it has not being used widely. There are also evidence shows that the existing PMS that designed for the large firms also have being used in SMEs. According to Wu (2009), current PMS models and frameworks are difficult to be implemented in SMEs since SMEs and large firm has different characteristics. This problem act as a booster for the researcher in this study to develop a new PMS framework for SMEs based on Malaysian SMEs.

Keywords

Biography
Syafiah Norsyahira Jubidin is a full-time Master student in Faculty of Industrial Management for Master of Technology Management (Operation Management) in University Malaysia Pahang. She earns her Bachelor Sc. in Industrial Technology Management from University Malaysia Pahang, Malaysia. She currently has three conference papers on National Conference of Postgraduate Research 2015 and one published paper in International Journal of Management, Accounting and Economics. She also currently working on several papers relating to her research interest that are Small and Medium Enterprises and also Performance Measurement System.

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