

Abstract

The purpose of this study to test whether the size of the company, product life cycles, and market forces affect the Balance Score Card (BSC), and is there a difference in the performance of the company over the use of BSC on firm size, product life cycle, and different market forces. This study population is a manufacturing company in the city of Semarang. Sampling technique used is the convenience sampling and obtained a sampling and obtained a sample of 56 respondents. The results showed that company size, product life cycles, and market forces affect the Balance Score Card (BSC), while the size of company and product life cycle does not affect the implementation of BSC in the performance of the company, while market forces affect the implementation of the BSC on firm performance

Keywords : firm size, product life cycle stage, market position, balanced scorecard, firm performance