

Themenschwerpunkt: Evaluation von Raumordnungspolitik

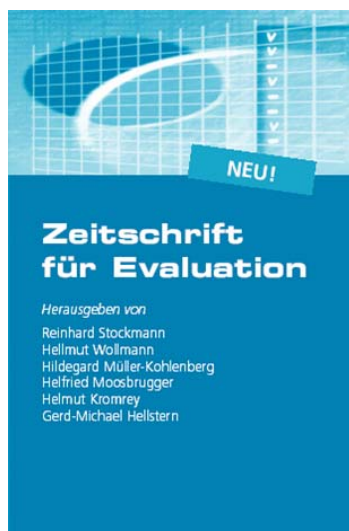
Aufbau einer regionalen Balanced Scorecard unter Einsatz von Internetumfragen

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Abstract

Germany exhibits vast regional disparities regarding economic and soft location factors. Particularly lesser developed areas require holistic strategic concepts for successful regional development aiming for a convergence of living conditions. These concepts as well as the measures derived from them have to be evaluated regularly. The management concept of the Balanced Scorecard is especially suited for a framework of regional controlling, since it can handle the multiple aims of regional stakeholders. This framework allows for the integration of objective statistical figures as well as subjective judgements from citizens and companies. The traditionally intricate and expensive processes for data gathering can be significantly enhanced by the use of internet surveys. Via modern statistical methods representative information can be extracted from internet surveys, out of which attractive perspectives arise for regional controlling.



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