

CORPORATE PRODUCTIVITY PERFORMANCE: A HARMONIST FRAMEWORK

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ABSTRACT

Measuring corporate performance has often been controversial in terms of what exactly it is, how it should be measured and how its measures should be employed. This has resulted in the existence of different schools of thought on it, covering financial and strategic perspectives. The debate seems to be on-going with the emergence of perspectives that seek more “relevance to use” in different studies and instances of managing. This paper examines the debate and suggests measures of a concept of Corporate Productivity Performance that are more relevant to Organizational Behavior in a harmonist perspective.

KEYWORDS: Corporate Productivity Performance, Cost Minimization, Product Dimension, Product Level, Product Line, Product Quality, Resource Utilization, Time Minimization, Waste Minimization