

«
 »
 «
 1
 »
 C. A
 [1-10].
 goods)
 (public
 BSC-
 : BSC²-
 2 [1-9].
 ()
 ()
 ()
 ()
 BSC-

¹ You can't manage what you can't measure. You can't measure what can't be described [6].

² Balanced Scorecard, *BSC* –

³ (key performance drivers). (lagging indicators)

(leading indicators) –
 ()
 [11].

⁴ .

() ,

1) $Y_1 -$

(),

(^{3/});

2) $Y_2 -$

()

1.

3) $Y_3 -$ (%)

(%);

(. 1),

4) $Y_4 -$

:

(Y_1);

(Y_2);

(%);

(Y_3);

5) $Y_5 -$

2

(Y_4);

(Y_5);

6) $Y_6 -$ (%)

3

(Y_6).

(leading indicators).

(%).

:

2

3

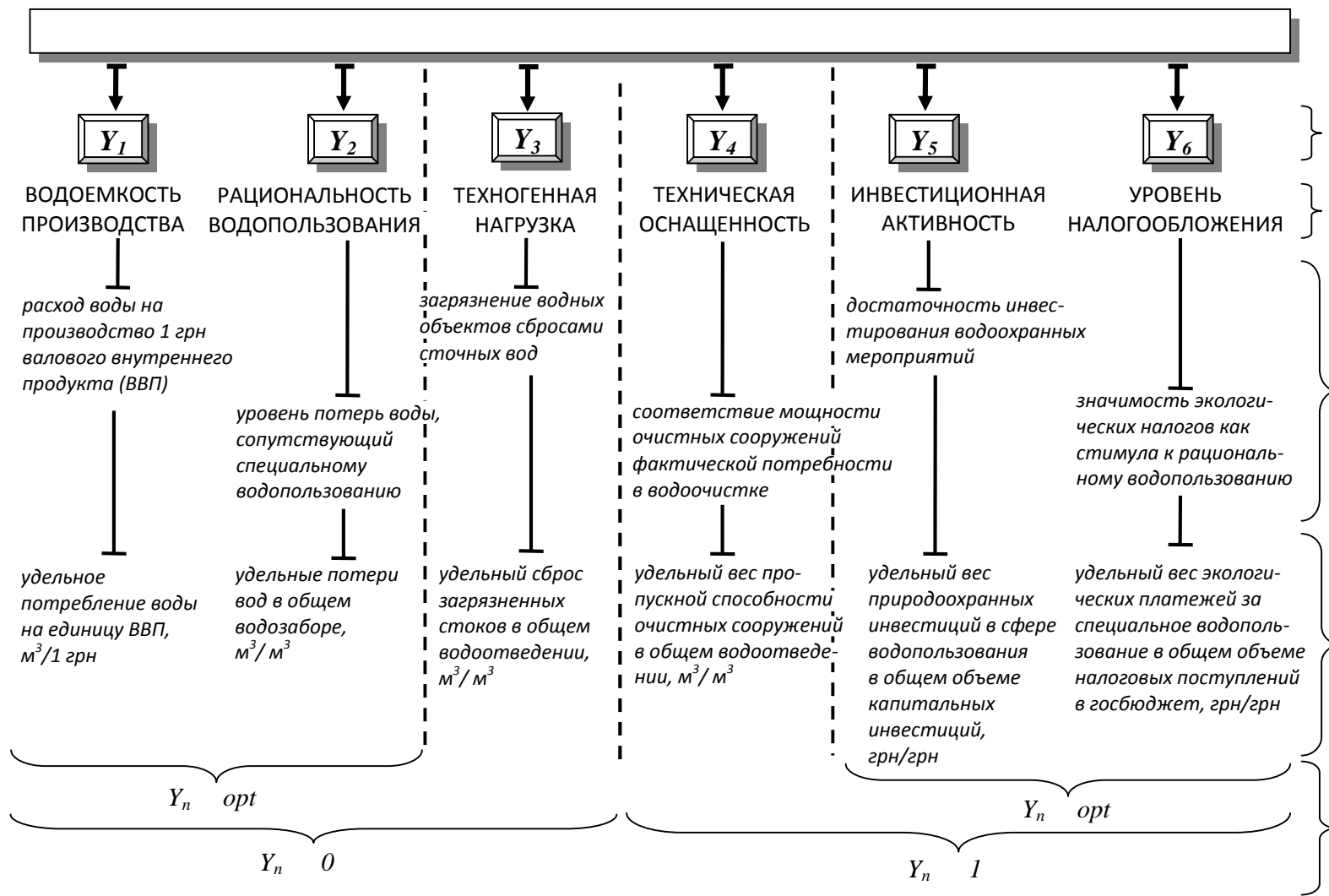
1

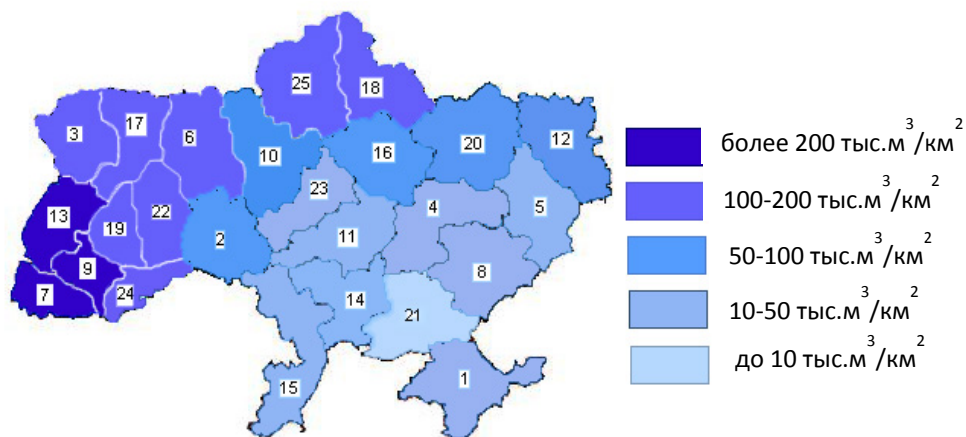
«

» (.48

).

4,3, : - 2,5 , - 4,2 - ,
[12, c. 61]. , -
 . 3/ .) (0,11-1,95
(. 2) .





2. (. 3 I 2), [13]

, Y₁ Y₂ ,

«

» (. 3).

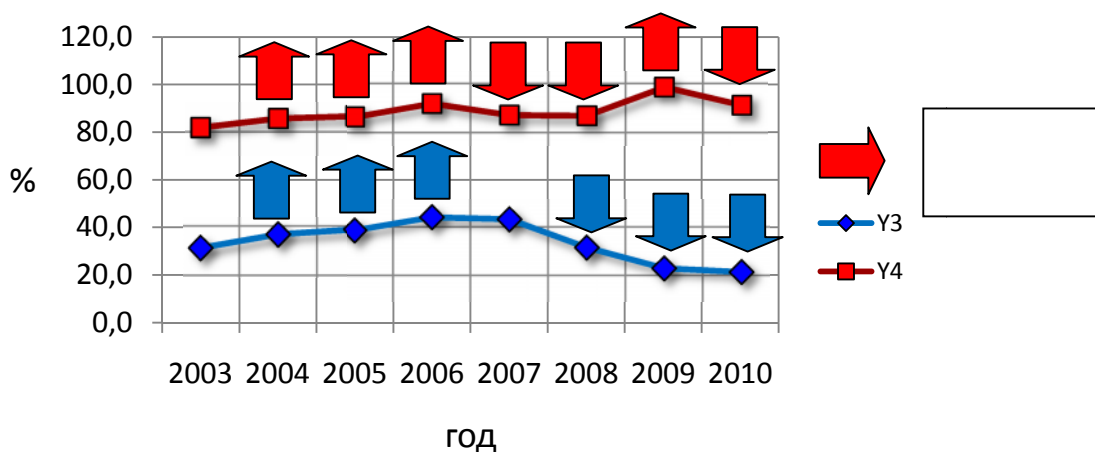
Y₃ Y₄

: 1)

2)

Y₃ (. 3)

; 3)

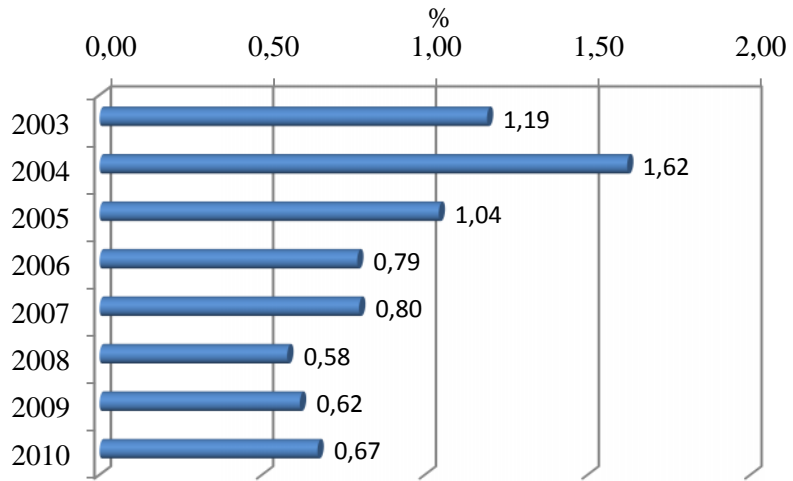


3.

(Y_3)
 $(Y_4),$

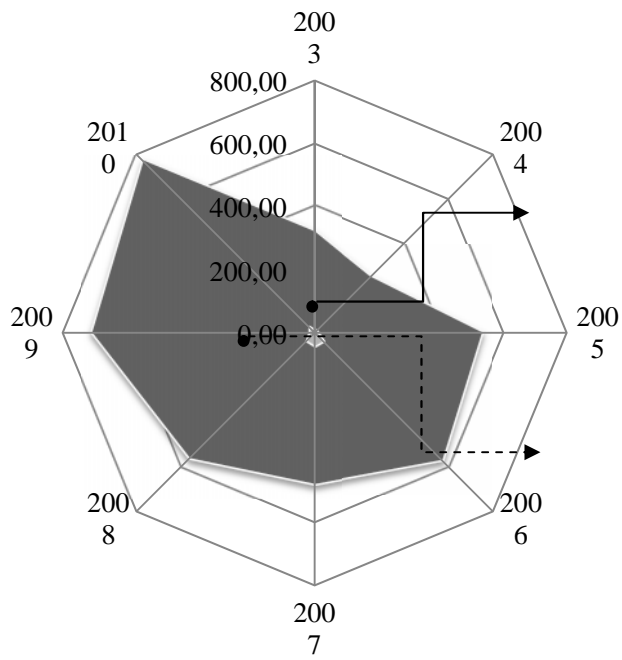
[13]

(.4), Y_5 Y_6 (.5) -



. 4.

[13]



. 5.

[13]

: 1)
 2)
 3)

(2003-2010 .)
 Y_1 (. 6)

(3/)
 4,5
 (. 2),
 (4
).

.1 2.

(11%)
 Y_1 .
 Y_2 ,
 $\frac{3}{3} - 14\%$

« . »;
 : (50%)
 1) $Y_1 - Y_3$ (. 6)
 $(Y_n = 0)$, . . .
 $Y_n = 0$ « »
 . 2

;
 2) $Y_4 - Y_6$ (. 7)
 $(Y_n = 1)$, . . . -
 « » (1%);
 $Y_n = 1$ -

Y_1, Y_2, Y_5, Y_6
 $(Y_n = 0 \quad Y_n = 25\%)$ (. 8).
 I)

, ()², . . . (Y_3)
 $Y_n \text{ opt.}$:
 1) 2003-2006 . -

1
 (24%);
 2) 2007-2010 . -

15% [14].
 2 ,
 2003 . , ,

12% [14, c. 359]. (- Y_3).

:
 ,
 3 2005-2007 .
 , 50%, - 0,36, 0,61
 40% [15]. 2,9%

(.2),
 Y_3

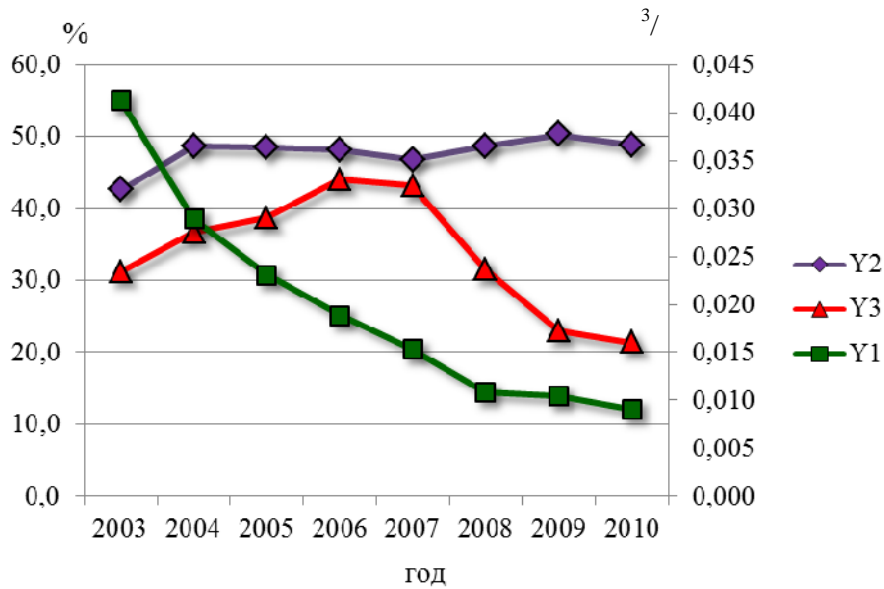
—

14 % .

-					<i>b</i>	<i>z</i>	
Y_2	-	$Y_1 = \frac{a+b}{z} = \frac{x}{z}$	$\Delta Y_i = \Delta x_i \frac{z_0 + z_1}{2z_0z_1},$ $\Delta Y_j = (-\Delta z_j) \frac{x_0 + x_1}{2z_0z_1}$,		,
Y_6							
Y_1	-	$Y = \frac{c}{d}$	$\Delta Y(c) = \frac{\Delta c}{\Delta d} \times \ln \left \frac{d_1}{d_0} \right ,$ $\Delta Y(d) = \Delta Y - \Delta Y(c)$			<i>d</i>	
Y_3							
Y_4							
Y_5							

:i- ;j- ; :0- ;1- .

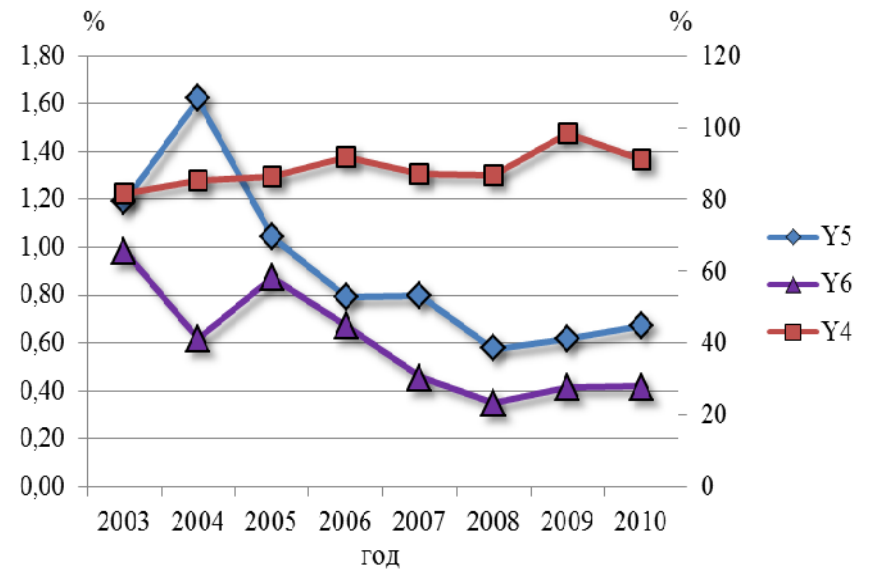
-										2003 2010 .		
	2003	2004	2005	2006	2007	2008	2009	2010				
	-									<i>a</i>	<i>b</i>	<i>z</i>
Y_2	42,6	48,6	48,5	48,2	46,8	48,7	50,3	48,9	0,06853222	-423,80707	2,94E+14	
Y_6	0,984	0,617	0,873	0,670	0,455	0,352	0,415	0,418	0,00793863	26823961,5	-5,6E+17	
										<i>c</i>	<i>d</i>	
Y_1	0,041	0,029	0,023	0,019	0,015	0,011	0,010	0,009	-0,00209	-0,03012		
Y_3	81,8	85,4	86,4	91,8	87,1	86,9	98,6	91,2	-0,13707	0,039638		
Y_4	31,2	36,7	38,7	44,1	43,2	31,5	23,0	21,4	-0,03507	0,129587		
Y_5	1,191	1,621	1,043	0,792	0,798	0,577	0,616	0,670	0,004931	-0,01014		



. 6.

Y_n 0,
(Y_1),
[13]

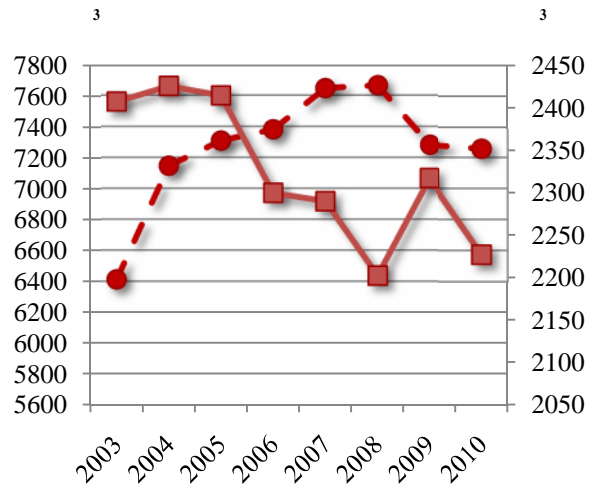
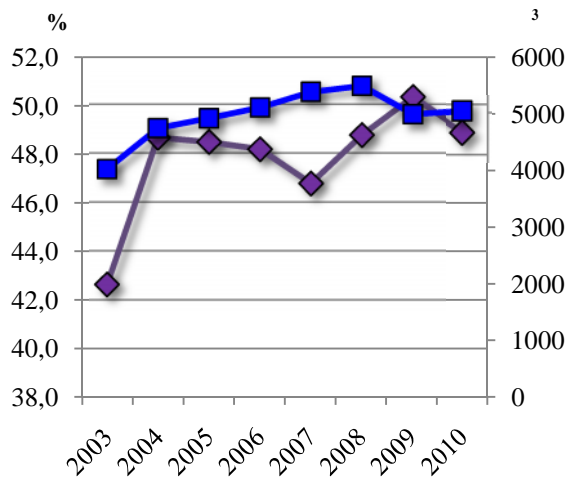
(Y_2)
(Y_3),



. 7.

Y_n I,
(Y_4),
[13]

(Y_5)
(Y_6),



Y_2 –
 a –
 b –
 z –

, %;
 , 3;
 , 3

. 8.

[13]

Y_2 ,

Y_3

« » –
 « » « »

Y_4 ,

(Y_5)

2005 .

(14%),

. 2

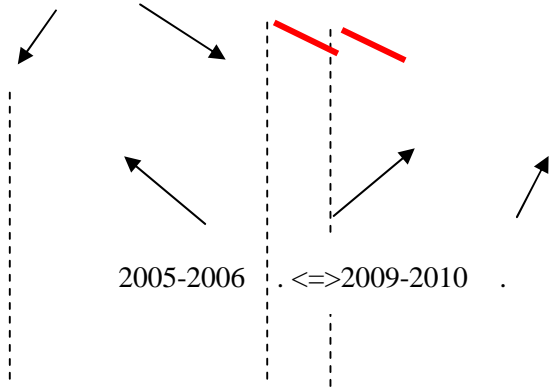
(2010 .), 2006 .,
 96 % 2003 .

(3)

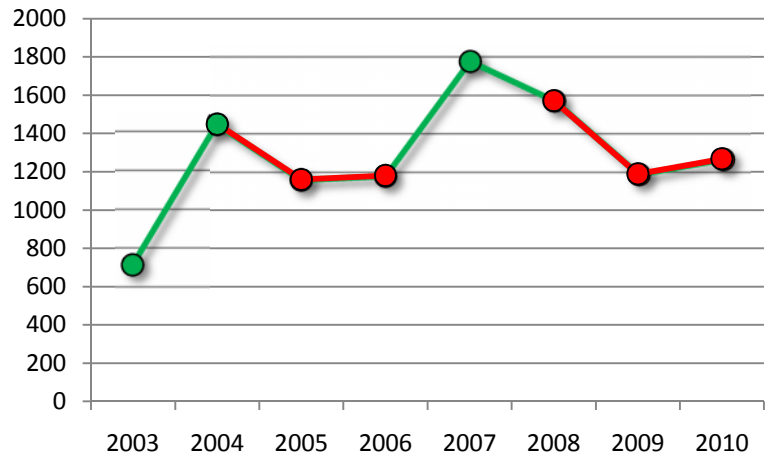
«

»,

¹ (.9).



¹
- (2005-2006 .)
- (2009-2010
.).



. 9.

[13]

2005 Y_6 () (- b) b, z
 1:30:7498.

0,98 0,42%.

z (.2) -

(.3).

(2003-2010 .) :

3

(Y_1)	-	$Y_n \ 0$		
(Y_2)	-			
(Y_3)	-			
(Y_4)	-	$Y_n \ 1$		
(Y_5)	- -			
(Y_6)				

--	--	--	--	--

1)

(Y₄);

(Y₅);
(Y₆).

«
» (Y₁) 2.

«
» (Y₄).

, « : 1)
(Y_n = 0): Y₁ -

» Y₃;
2)

2)

(Y_n = 1): Y₄ - Y₆.

(Y₁, Y₂, Y₅, Y₆)

« , Y_n = 0 (Y_n = 1)

« » (Y₅)

« » (Y₆). Y₁, Y₄, Y₅, Y₆,

3.

, : « »,

1%

, 1,5-2% (), « » -
;

3)

« » (Y₂) « 4.

(Y₃).

»
Y₃

, - Y₂ 2003-2010 . :
1)

1.

- (Y₁)

-
: (Y₄);
2)

(Y₁);

(Y₂);

(Y₂)

(Y₃);

(Y₃);

3) (Y₅), (Y₆)

5.

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