Abstract

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Adapting Balanced Score Card (BSC) technique to assess the Egyptian Government Websites

This research seeks to assess the 27 Egyptian governorates’ website services and activities using an adapted modified balanced scorecard. It utilizes a content analysis strategy to get deep insight into the structure and performance of the 27 different Egyptian governorates websites according to the different criteria allocated into the four perspectives of the modified balanced scorecard. The presence absence of each criterion is being analyzed and mapped into a frequency table and then a statistical analysis is performed and the description of each website is being provided. It has found that the status of the Egyptian governorate websites differ in terms of website structure and design efficiency. Moreover, the governorate websites were found to be lacking privacy and security, calendar of important governorate events and do not promote active citizen participation.