Abstract

Mai Mahmoud Morsy

Adapting Balanced Score Card (BSC) technique to assess the Egyptian Government Websites: A System Modeling Approach

Purpose: This thesis seeks to assess the 27 Egyptian governorates' website services and activities using an adapted modified balanced scorecard accordingly assign each Governorate to a certain maturity level of e-government, and propose a model for a standardized governorate portal. Design/methodology/approach: 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. Finding: this thesis has found that the status of the Egyptian governorate websites differ in terms of website structure and design efficiency. Moreover, the governorate websites was found to be lacking privacy and security, calendar of important governorate events and do not promote active citizen participation. Finally, most governorate websites pass only the informative stage of the e-government maturity model. Also the use of UML provided a clear view of how the governorate portal should be. Research limitations/implications: it does not take in consideration the citizen acceptance of the governorate portal idea and how they can perceive its presence and if they will be willing to use it and contribute in this new experience. Practical implications: it promotes the construction of a standardized portal that can be used to provide the citizens of different governorate one stop point to his own governorate mission, vision, internal structure, interactive maps, statistical data and financial reports, public authority contacts, governorate news and event calendar. Originality/value: it is the first to use the modified balanced scorecard to assess local e-government website. Also, it determines the maturity level of each governorate website. At last, it proposes a system modeling for a standardized governorate portal that takes into consideration the active citizens' participation.