Abstract
The aim of this research is to use BSC as not only measurement tool but as both performance and risk management tool through the use of BSC in private Jordanian universities. The research aimed also to form a conceptual framework that integrates both performance management and risk management through the use of BSC. The BSC was used to measure organizational performance also to provide continuous updated of performance statuses along with continuous monitoring to risk statuses in the organization. The research also aimed to standardize performance and set acceptable targets of performance among private universities in Amman that shares same systems and organizational structure.

A conceptual framework was built and tested in five private universities in Amman; one university was named to be the Jordanian standard after comparing the performance results of the five universities with another international University that was considered as benchmark for Jordanian private university. Applying the framework had succeeded to acquire the benefits of standardizing performance, identifying risk potential areas also prioritizing allocation of resources needed for organizational activities that aim eventually to fulfill the organizational goals and objectives.

Utilizing Organization’s Performance through Balanced Scorecard and Risk Management Integration

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