

Abstract

Small and Medium-Sized Enterprises (SMEs) are considered one of the main elements of the economic and social development process; as they are the basis of increasing the productive capacity of the society, which, in turn, contributes in solving the poverty and unemployment problems. Accordingly, the social responsibility of these enterprises should be enhanced. This research aims to examining the suitability of using the Balanced Scorecard (BSC) in evaluating the social responsibility of SMEs. This was achieved through adding an independent perspective for the social perspective besides the main BSC perspectives: (the financial perspective, the customer perspective, the internal business processes perspective and the learning and growth perspective), where the social responsibility measures were divided into internal and external measures. In order to achieve the the research objective, the researcher conducted a field study, comprising a sample of 63 SMEs in both the service and industrial sectors, where data was collected using a questionnaire. Results showed that there are challenges facing SMEs concerning the social responsibility. Moreover, the suitability of using the BSC in evaluating the social responsibility of SMEs was proved.

Keywords: Balanced Scorecard; Corporate Social Responsibility; Small and Medium-Sized enterprises (SMEs).