
330.142.21

Vorobyov Yuriy Nikolaevich,
Doctor of Economics, professor,
Department of Business Finance and Insurance,
V.I. Vernadsky Crimean Federal University,
Simferopol.

Vorobyova Elena Ivanovna,
Doctor of Economics, professor,
Department of Public Finances and Banking,
V.I. Vernadsky Crimean Federal University,
Simferopol.

Cheporova Elena Valerievna,
Master's degree student of specialization «Finance and credit»,
V.I. Vernadsky Crimean Federal University,
Simferopol.

REFLECTION OF HUMAN CAPITAL INVESTMENT OF COMPANIES THROUGH THE INDIVIDUAL BALANCED SCORECARD

The main points of view on the concept of human capital and resources associated with its formation are considered. The basic measures of business performance effectiveness with a focus on non-financial indicators are disclosed. The ability to reflect the investment in the human capital of the organization through a set of balanced scorecard indicators of its each employee is represented.

Keywords: human capital, investment, balanced scorecard, measures of business performance effectiveness.

» [1, . 39].

» [6, . 18].

» [9, . 1].

» [8, . 36].

» [7, . 419].

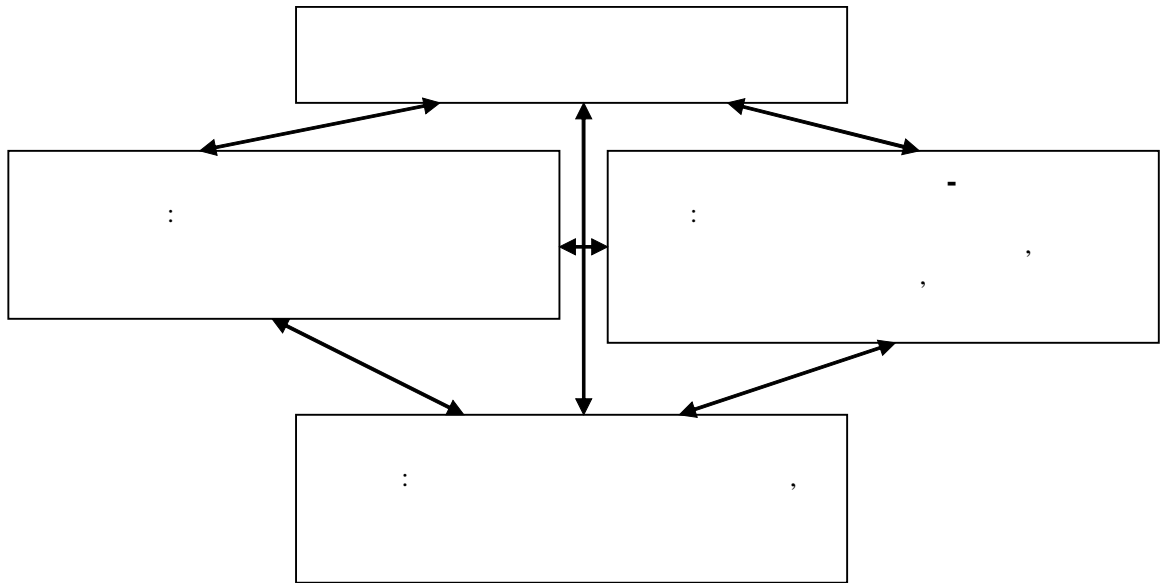
» [4, . 304].

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[5, . 15].

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