

BUILDING A CULTURE OF PERFORMANCE: IMPLEMENTING ECONOMIC VALUE ADDED (EVA) FOR STAKEHOLDER VALUE CREATION

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ABSTRACT

Purpose

The fundamental objective of this research is to highlight the significance of the concept of Economic Value Added (EVA) in achieving stakeholder value creation and understand its importance in establishing a culture of performance in various organisations.

Design/methodology/approach

This research adopts a case study approach using simulation workshops to underline the merits of building performance culture in firms by implementing the concept of EVA.

Findings

The findings of this research indicate that effective implementation of EVA concepts helps firms in building a culture of performance and enhance stakeholder value.

Practical Implications

The methodology followed in this research can be applied to other industries and substantiate the utility of EVA in creating a culture of performance in various firms across industries.

Originality/Value

This research uses a novel approach to case study using a simulation exercise which had not been pursued by earlier researchers in this domain.

Key Words: *Culture of performance; Economic value added; Stakeholder; Value creation*