

**The Ability Of Traditional and Non- Traditional Performance
Appraisal Measures To Predict The Continuity Of Profits For The
Jordanian Commercial Banks listed On Amman Stock Exchange**

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Abstract

This study aimed at identifying the capability of conventional and unconventional performance assessment scales predicting the continuity of profits in the Jordanian commercial banks listed in Amman stock exchange. The study population consisted of the banks listed in Amman stock exchange totaled of (13) banks.

The study used the applied approach that relied on the data published by the banks listed in Amman stock exchange based on the annual financial statement issued by these banks during (2014-2020). The researcher used (SPSS) in performing the suitable analysis processes.

The results showed that there is a medium positive relationship between the conventional and unconventional performance assessment scales (share profitably index, investment revenue index, property right revenue index, debt index, added economic value index) and the continuity of profit index for the Jordanian commercial banks listed in Amman stock exchange. The results also revealed that there is an inverse medium relationship between conventional and unconventional performance assessmentscales (operating cash index, added market value index) and the continuity of profit index for the Jordanian commercial banks listed in Amman stock exchange.

The study recommended the necessity of urging the management of Jordanian commercial banks listed in Amman stock exchange using the mechanisms of conventional and unconventional performance assessment scales when performing the processes of financial performance assessment, especially when evaluating the processes of continuity of achieving profits and the efficacy of operating processes of these financial institutions.

Key words: Jordanian commercial banks, conventional assessment scales, unconventional assessment scales.