

A Study on Performance Appraisal Process & Challenges at Almaybay Network Pvt. Ltd.

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Abstract – Almaybay Network Pvt. Ltd. is the most comprehensive tool ever designed to engage and enhance all your stakeholders. It is the only portal that creates, manages and updates a dynamic website. AlmayBay gives you an intelligent analytical tool for students to pick mentors from alumni database. A circle and trust base social and professional networking platform that gives job offers for students and alumni. The most comprehensive tool ever designed to engage and enhance all your stakeholders. It is the only portal that creates, manages and updates a dynamic website. AlmayBay gives you an intelligent analytical tool for students to pick mentors from alumni database. Exploratory Research design is used in the study. The purpose of the exploratory research is to provide insight and understanding, not conclusive evidence. An exploratory investigation is appropriate when research problem is instructed and difficult to delimit.

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INTRODUCTION

The Information Technology (IT) has been one of the key driving forces fueling India's economic growth. Availability of skilled talent has been a major reason behind India's emergence as global outsourcing hub. India has been competitive location globally and that is what has led to the growth of the industry. The Information Technology Industry of India dates back to 1967 when the Tata Group in collaboration with Burroughs set up the first software zone, SEEPZ in Mumbai. In 1973 SEEPZ became the first software export zone which saw 80% of the software export in the 1980s. Since then, the IT sector of India has grown by leaps and bounds and has acquired India a brand name in the IT and ITES (Information Technology Enabled Services) sector in the global scenario. The major hubs for the IT export sector are Bangalore, Chennai, Hyderabad, Delhi, Mumbai and Kolkata. Bangalore has earned the sobriquet, 'The Silicon Valley of India' owing to the maximum IT export (generating 77% of the net IT export revenue of India). The IT- ITES sector can be broadly classified into two categories (i) Business Process Outsourcing (BPO) and (ii) Domestic and IT export. The growth in the BPO sector under the supervision of the IT-ITES sector has been phenomenal. According to NASSCOM, "The IT-BPO sector in India aggregated revenue of US\$ 100 billion in FY 2012, where export and domestic revenue stood at US\$ 69.1 billion and US \$31.7 billion respectively". The industry is also an employment intensive sector. The estimated employment generation in the FY 2012 was an expected 230,000 thus providing direct employment to 2.8 million and

indirect employment 88.9 million people all over the country.

Challenges faced by the IT sector in India:

- The IT sector of India needs to discard its old model of service providing and operations. The old model popularly known as the ADM (Application, Development and Maintenance) is obsolete. It is imperative that the IT sector resorts to the new model of 'outcome based billing' and fixed contract based services
- The maturity of the offshore models has created a demand among the customers for a close proximity of the service providers which may even involve setting up of near shore stations for support.
- There is a stiff competition from China, Philippines and Eastern Europe which are also proving to be low cost and competitive countries. It is estimated that by 2020 they will be a 20% stakeholder in the global IT export scenario.
- A shrinking talent pool in our country is also largely affecting the IT sector. The number of employable graduates in the business sector is as low as 10% to 15% while that of qualified and employable engineers is 26% only.
- IT giants like IBM and Accenture have now opened up their own centres in India with the

same target audience as that of the Indian IT Sector.

- The proposed development of the tier 2 and 3 cities has not gone as planned so the entire IT sector is stagnated in the 9 major cities.
- There is a need for a total revamping of the infrastructure of the IT sector which unfortunately is pending due to fund unavailability. Fund shortage is also affecting the medium and small IT enterprises which need a basic financial injection for their start-up.

Alma Bay is your own online platform where you can create a network for your alumni. Once your network is ready, you can invite other members, interact with them, recall your childhood memories, share your personal and professional experiences, connect with your beloved teachers, and even share job /business opportunities with your buddies! Alma Bay aims at becoming your local networking site where you and your members will be able to interact friendly and as casually as you used to do years back. We all want to help our schoolmates, juniors, seniors, and even teachers, but wonder how we can do that. At Alma Bay, you will be able to help/ seek help from people whom you know. Be it that shy schoolmate whom you always liked or your mathematics teacher who punished you the most; here you will be able to help each other to take your careers to the next level. Your alumni portal will have a specific page where you and your alumni friends will be able to share career opportunities. We all want to help our schoolmates, juniors, seniors, and even teachers, but wonder how we can do that. At Alma Bay, you will be able to help/ seek help from people whom you know. Apart from job listings, you will be able to share references, interview details, interview tips, etc. You can even help your confused buddy make a better career choice! After all, it is your network and you have all rights to explore it in all possible ways.

Other than dynamic networking, you can use Alma Bay for planning and organising alumni meets and events. We understand that life has become busier these days but your busy schedule should not prevent you from planning those memorable reunions and crazy get-together parties. The team of Alma Bay will plan and organize alumni events on your behalf. You just have to set yourself free to attend them. We also sell world-class memorabilia that you would like to treasure forever. You can even help your confused buddy make a better career choice! After all, it is your network and you have all rights to explore it in all possible ways.

COMPANY'S VISION & MISSION:

Alma Bay is an idea and a platform where the guiding principles are – Connect, Engage & Evolve. We work to maintain the eco-system of alumni of an institute as

an asset. Alma Bay gives you an intelligent analytical tool for students to pick mentors from alumni database. A circle and trust base social and professional networking platform that gives job offers for students and alumni.

REVIEW OF LITERATURE

Liu et al., (2003) said that Transformational leadership is positively correlated with the improvement of subordinates' working environment, the satisfaction of demands and executed performance.

Robbins (2003) indicates the management function of leadership is mainly aimed to manage employee behavior and by explaining and predicting employee productivity, resign rate and job satisfaction in an effort to reach the ultimate goals for employees' aggressive job involvement and the commitment to companies.

John O. Okpara (2006) a Nigerian wrote an article on "Gender and the relationship between perceived fairness in pay, promotion, and job satisfaction in a sub-Saharan African economy"

Katzenbach and Smith, 2013 found that Team leader behaviour assesses the extent to which the team leader articulates a vision and removes barriers enabling the team to perform. In traditional or non-team organizations, supervisors play a vital managerial role. In team-based organizations, this role is likely to shift from managing work to managing people in order to be effective. That is, team leaders will have to focus on building effective relations both with individual team members and between the members of each team

This relationship-building process is imperative to the organization since it impacts the amount of effort team members expend on the job, their job performance, and their job satisfaction. They suggest that team members' satisfaction may be as important as their performance. If an individual chooses to leave the team, costs will accrue to both the team and the organization in terms of productivity and turnover

Kirkpatrick and Locke (2016) found that vision and vision implementation affected performance quality and attitudes in a laboratory setting. Given the importance of customer service and satisfaction, investigation of stakeholder attitudes which may affect quality in the service environment is prudent. Much research has looked at the behavioral dimensions of work performance including organizational citizenship behaviors have been found to positively affect these constructs supporting the investigation of the linkage between attitude toward organization vision and service efforts.

OBJECTIVES OF THE STUDY

- To study the Performance Appraisal Process and challenges of various organizations of survey.
- To analyze the level of satisfaction of the HR Officers about the Performance Appraisal Process of their organization.
- To study the challenges faced by various organization during Performance Appraisal process.

RESEARCH METHODOLOGY

Research Design

Research is systematic design, collection, analysis and reporting of data and finding relevant to a specific situation facing the company. The primary object of research methodology is to get true and intimate knowledge of human society. Exploratory Research design is used in the study. The purpose of the exploratory research is to provide insight and understanding, not conclusive evidence. An exploratory investigation is appropriate when research problem is instructed and difficult to delimit.

Scope of the Study

- The scope of the study is "ALMABAY NETWORK PVT. LTD" and various other organizations in Chandigarh, Panchkula, Zirakpur.

Need of Performance Appraisal Study:

1. The basic need of the project is for the fulfillment of the degree need to do industrial training project.
2. To Measures an employee's performance.
3. Helps in clarifying, defining, redefining priorities and objectives.
4. To motivate the employee through achievement and feedback.
5. To Facilitates assessment and agreement of training needs.

Data Type: In this study the type of data collection is:

- Primary data
- Secondary data

► Primary data is that which is collected by the person them self from the respondents. I collected primary data with the help of the "Questionnaires". I made a set of questions and respondents give their views.

► Secondary data is that which is already collected by any other person in the previous years. I used secondary data in my research and used various sources of the secondary data. The sources of collection of secondary data are:

- Journals
- Previous Research Paper
- Company's website

Sampling Method: Convenience Sampling

Sample Area: Zirakpur, Panchkula and Chandigarh

Samples size: Sample Size this refers to the number of items to be selected from the universe to constitute a sample. In this research the sample size of work is 20 organization.

DATA ANALYSIS AND INTERPRETATION

Opinion Performance Appraisal

1. Evaluation of Employees
2. Promotion of Employees
3. Job Satisfaction of Employees
4. Motivation

Table no: 4.1

Particular	No. of Respondents
Evaluation of Employees	6
Promotion of Employees	4
Job Satisfaction of Employees	2
Motivation	5

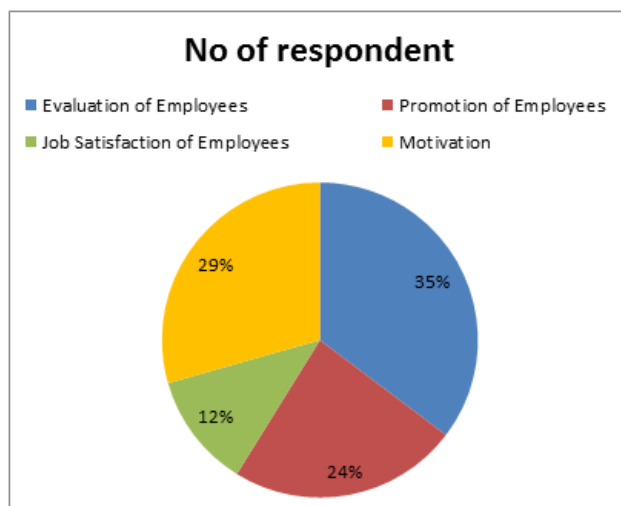


Fig no: 4.1

Interpretation:

According to survey of 15 organizations 35% of them said performance appraisal is evaluation of employees, 29% said performance appraisal is for motivation, 24% said it's for promotion of employees, 12% said it's for job satisfaction.

Objective of performance appraisal

1. Promotion
2. Assessing training and development needs
3. Pay rise
4. Others

Table no: 4.2

Particular	No. of Respondents
Promotion	5
Assessing training and development needs	9
Pay rise	3
Others	0

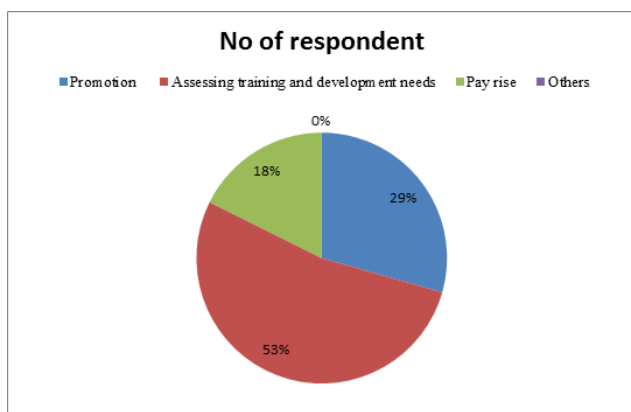


Fig no: 4.2

Interpretation:

According to survey of 15 organizations 53% have assessing training and development needs as an objective of performance appraisal, 29% have promotion as objective, 18% have pay rise as objective.

Basis of performance appraisal

1. Total output
2. Behavioral efficiency
3. Both

Table no: 4.3

Particular	No. of Respondents
Total output	2
Behavioral efficiency	1
Both	12

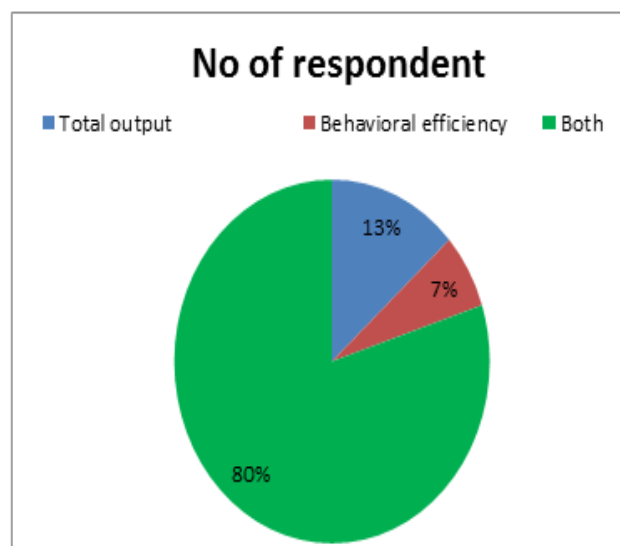


Fig no: 4.3

Interpretation:

According to survey 15 organizations 80% of them said prefer both above mentioned options, 13% of them said on basis of total output performance is measured, 7% of them said on the basis of behavioral efficiency performance is measured.

360 degree appraisal process undertaken in the organization

1. Yes
2. No

Table no: 4.4

Particular	No. of Respondents
Yes	3
No	12

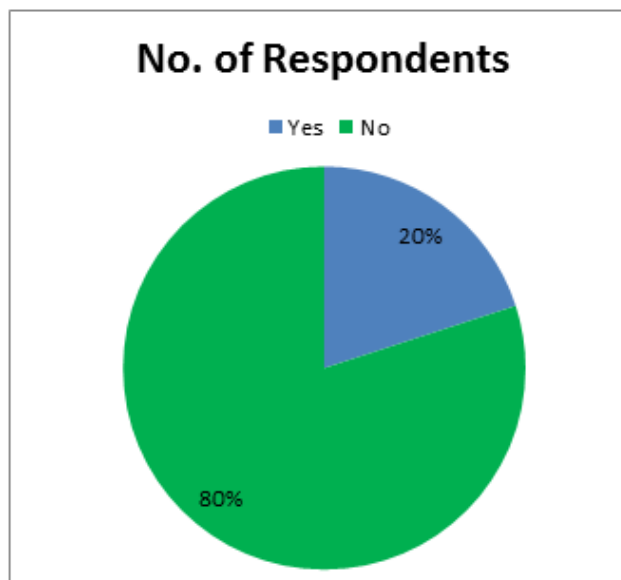


Fig no: 4.4

Interpretation:

According to 15 respondents 80% of them said yes 360 degree appraisal process undertaken in the organization and 20% of them said no.

Challenges facing during Performance appraisal

Table no: 4.5

Organization's Name	Challenges
1. Ucodesoft solutions pvt. Ltd.	a) People compare their performance with their colleagues. b) People who work at night they demand for day shift.
2. Staple logic pvt. Ltd.	Negative effect on some employee's performance and productivity.
3. Antilog vacations pvt. Ltd.	Employees take Appraisal sometime negative that effect on their productivity.
4. Green Asia facility Mgt. Pvt.ltd.	Lack of knowledge about appraisal is a big challenge.

5. Webgweuz pvt. Ltd.	Challenges related to biasness and poor performance.
6.Future retail Ltd	Challenges are poor performance , low productivity , absenteeism
7. Cyber tron technologies	a) Retaining talented &well performing employees. b) Finding workers who fit the company's culture.
8. Chinar engg. & HR Services	Sometime appraisal is taken negatively by employees.
9. Kainoos	a) Non productivity. b) Low performance rate.

CONCLUSION

The Officers are satisfied with the existing performance appraisal process. Performance appraisal process should not be lengthy. The Performance appraisal should not be impartial. Performance appraisal some time has negative effect which lowers the productivity and performance of employees. Productivity is the big challenge for organizations. Finally the performance appraisal process followed by various organizations under survey is found to be effective, credible and commendable, which can be improved.

SUGGESTIONS:

Performance appraisal Process should be improved. During the performance appraisal process proper training and motivation is provided to employees for increasing their productivity and performance. Judgment should be fair not bias.

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