

Performance Appraisal And Career Advancement In Industries– An Empirical Review On The Newspaper Industry

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Abstract

Aim

The main aim of the study is to assess the performance appraisal and career advancement in newspaper industry

Research methodology

783 respondents were selected at 95% confidence level and 0.035% of margin of error. The data have been collected by using the structured questionnaire with a probability resign of simple random sampling.

Findings

Performance appraisal and career advancement have a positive and significant relationship with each other and Performance appraisal has positive impact on career advancement

Conclusion

The news organization in India should concentrate over the welfare and measures. This will bring effective job performance and make the employee to get increased job satisfaction.

Key words: *Performance Appraisal, Career Advancement, Newspaper Industry*

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INTRODUCTION

Like U.K and U.S., the evolution and progress of HRM in India was once now not deliberate. After 2nd World war sticky stipulations emitted in India. Misbehaviors inside the enlistment of staff and installment of wages resulted within the alternate union movement. In 1931, on the strategies of The Royal fee on Labor, "Jobber" framework was canceled. After freedom, the Factories Act, 1948 set down preparations for Labor Officers, Labor welfare, protection and manage of working hours and dealing stipulations. Two knowledgeable our bodies developed. They're 'The Indian Institute of Personnel management' (IIPM), Calcutta, now "Kolkata" and the 'National Institute of Labor Management (NILM), Bombay now Mumbai. These two businesses are directing in Human resource administration and Labor administration. 26 The tremendous push for essential businesses in India First Five year arrangement, which quickened open segment endeavors offered push to personnel administration and HRD practices. The

professional skill overseeing organizations turned out to be entirely recognizable by the 1970s. There used to be a transparent movement from welfare technique to maintain proficiency procedure. The two proficient bodies IIPM and NILM converged in 1980 to form National Institute of Personnel Management (NIPM) with Kolkata as headquarters. There used to be a transparent motion from welfare option to deal with talent method. Evolving alongside the years, the methodology has moved to human traits and profitability by means of members. It used to be against any such motion in overseeing members in the Nineties, one more methodology has risen as HRM. This methodology concentrates extra on progress elements of HR. The changing inside atmosphere in associations requires higher working out of HRM. The best way of tradition or climate of an institution is produced from conventions, values, values, approaches for sorting out and interpersonal, connections at work

REVIEW OF LITERATURE

Mullins [1999] described the HR practice of performance appraisal as an extended judgment on the behavior and achievement of the staff. Employees should identify what is expected, and the measuring yard by which their performance will be evaluated. The formalized and methodical appraisal method assists consistent measurement of an individual's performance, growth potential & developmental needs. Significantly, the future performance of the staff can be improved by an efficient appraisal scheme. The performance appraisal scheme can be a basis for planned career progression and review of financial rewards.

Smith [1999] proposed that there are different strategies for making the workers more loyal to the organization. The most noteworthy procedure to make the employees more faithful is giving the security of the occupation. The businesses that set up a dependable guarantee with the workers that they can't be rejected from their organization, subsequently employees will turn out to be more fulfilled and would 46 enhance their profitability and acknowledge the new employment assignments cheerfully as per the necessity of current innovation. Mwita [2000] explains that performance is the key component to achieve the objectives of the organization so to execution expand the viability and efficiency of the organization which is useful for the achievement of the organizational goals.

Boswell and Boudreau [2000] make a most helpful and clear qualification between two sorts of capacities for appraisal frameworks: • Evaluative capacities incorporate the utilization of performance appraisal for compensation administration, advancement decisions, and maintenance /end choices, acknowledgment of individual performance and identification of poor performance. To lead these evaluative functions the appraiser plays the part of the 'judge'. Evaluative functions concentrate principally on separating between individuals • Developmental capacities incorporate the recognizable proof of individual training needs, giving execution input, deciding exchanges and connections, identification of individual qualities and shortcomings. For this developmental function the appraiser plays the part of a mentor or guide. Formative capacities concentrate basically on inside the individual examination. Grote [2002] demonstrated that the two terms performance assessment and performance examinations are utilized conversely furthermore expressed that performance examinations are the systematic method for assessing the standard of a worker's performance.

E-reward's survey [2005] of performance administration gives a reasonable photo of the progressions that organizations are making to bolster the movement towards a performance administration approach, additionally to address issues, for example, over complexity and bureaucracy. More than 66% of

organizations in the 47 reward research had either changed their frameworks in the previous three years or were planning to roll out improvements later on. Waal [1987] developed that there's a clear and robust connection between organizational efficiency and the magnificence given to efficiency administration and efficiency appraisal.

The goals of the organization are extensively enhanced when all administrative levels are in accordance with each other. Moreover, this acknowledges all organization individuals realize what is imperative for the organization and what is normal for them. Waal further pointed that, since the evaluation and prize criteria are identified with the key destinations of the association, it implies that these human asset devices straightforwardly influence the accomplishment of the organizational strategy. If the worker perceive that the selection are reasonable, they could reciprocate with excessive commitment and can be inclined to make a contribution more effort toward the attainment of organizational goals. Staff would reciprocate their belief inside the form of low organizational dedication (Salleh, Amin, Muda, & Halim, [2013]). Getnet, Jebena and Tsegaye [2014] which proposed that performance appraisal is usually adopted via institution to be able to incentivize and measure the efficiency of their staff. A few experiences aid the inspiration that performance appraisal is closely concerning worker’s commitment to their group (Getnet et al., [2014]; Bekele, Shigutu, & Tensay, [2014]).

RESEARCH METHODOLOGY

The research type involves Descriptive. The population of this study comprises of employees in Newspaper industry has been selected as a target population. Sample size was determined by using Sekaran and Bougie (2010) sample size table. 783 respondents were selected at 95% confidence level and 0.035% of margin of error. The data have been collected by using the structured questionnaire with a probability resign of simple random sampling.

ANALYSIS AND INTERPRETATION

CORRELATION ANALYSIS BETWEEN PERFORMANCE APPRAISAL AND CAREER ADVANCEMENT

		PERFORMANCE APPRAISAL	CAREER ADVANCEMENT
PERFORMANCE APPRAISAL	Pearson Correlation	1	.621**
	Sig. (2-tailed)		.000
	N	783	783
CAREER ADVANCEMENT	Pearson Correlation	.621**	1
	Sig. (2-tailed)	.000	
	N	783	783

** . Correlation is significant at the 0.01 level (2-tailed).

From the calculated Pearson’s statistics it can be summarized that as r value shows Moderate positive relationship between Performance Appraisal and Career Advancement. Correlation relationship expressed by r value, r-value is 0.621 (+ve) which shows the positive relationship.

MULTIPLE REGRESSION ANALYSIS BETWEEN PERFORMANCE APPRAISAL AND CAREER ADVANCEMENT

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	Adjusted R Square	Collinearity Statistics	
	B	Std. Error	Beta					Tolerance	VIF
1 (Constant)	.131	.025		5.290	.000	6.26	.970		
Statement 1	.254	.007	.289	38.845	.000			.700	1.429
Statement 2	.264	.008	.311	34.862	.000			.488	2.049
Statement 3	.248	.008	.307	33.016	.000			.448	2.232
Statement 4	.232	.007	.305	35.392	.000			.521	1.920

a. Dependent Variable: G2

The above table presents the significant results of multiple regressions conducted between performance appraisal and career advancement. A percentage of large practical effect ($R^2 = 97\%$) of the variance is explained by the regression model. Statement1 ($\beta=0.289, p=000$), Statement 2 ($\beta=0.311, p=000$), Statement3 ($\beta=0.307, p=000$), Statement4($\beta=0.305, p=000$), performance appraisal and career advancement contributed significantly to the variance in total.

FINDINGS OF THE STUDY

- 783 respondents were selected at 95% confidence level and 0.035% of margin of error.
- Pearson’s statistics it can be summarized that as r value shows Moderate positive relationship between Performance Appraisal and Career Advancement.
- A percentage of large practical effect ($R^2 = 97\%$) of the variance is explained by the regression model. performance appraisal and career advancement contributed significantly to the variance in total.

CONCLUSION

This study used to be conducted at a time when Print media had been dealing with an extraordinarily distinct aggressive state of affairs compared to the earlier. They have been dealing with competitors from

news businesses on the domestic markets. The competition was once in phrases of lowered price, elevated first-class of products and higher offerings. These environmental constraints placed extra pressure on journalists. These concerns have been looming on the horizons of Indian firms. The findings have bearing in this context. The parameter of development is labor productivity that depends on (1) Adequate facilities are available to do the job; (2) Friendly work atmosphere in organization; (3) Adequate freedom to do the job efficiently; (4) Superior's support for career development; (5) Job security in current organization and Opportunities to learn and grow in organization. These factors are nothing but the indicator of effective and efficient Human resource Development policies of an organization. So the news organization in India should concentrate over the welfare and measures. This will bring effective job performance and make the employee to get increased job satisfaction.

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