

“EFFECTS OF GOAL SETTING MANAGEMENT”

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Abstract: *The current study address to find out the scenario of awareness about Eeffects of goal setting management in India. The papers explore the sectors for improvement of the existing and creation of new tools, techniques in awareness about Eeffects of goal setting management in India in the light of the development of motivation awareness about Eeffects of goal setting management in Mumbai district of Maharashtra. The principles are a set of underlying assumptions about how to view the organization and its relation to customers, competitors and suppliers. Awareness about Eeffects of goal setting management are based on some principles: motivation, continuous improvement and support. All organizations can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a quality profile cannot simply be implemented based on the existing management structures and systems. It may require the redesign of work, the redefinition of managerial roles, the redesign of organizational structures, the learning of new skills by employees and the reorientation of organizational goals for awareness about Eeffects of goal setting management. There are many places which are unaware about Eeffects of goal setting management hence the researcher feels to study on the awareness about Eeffects of goal setting management in the District of Mumbai (Maharashtra).*

Introduction:

Effect of goal setting management having so many basic demands those are interrelated. These types of development are mutually dependent, as an innovation in one type may lead to innovations in others. This co-dependency is created because goal-setting management processes are simultaneously before the study it is essential to know what the aims and objectives of Effect of goal are setting management in India.

The main objectives of Eeffects of goal setting management:

- To improve the environment condition involving with goal setting management procedures across the country in the country.
- To minimize the efforts and improving the technology for organization.
- To replace a lot of other process to reduce efforts of industries
- To comprehend with most of the goal setting management.
- To improve the effect of goal setting management of each area.
- To improve the competitiveness of the industries.

- g. To ensure the availability of knowledge for the improvement
- h. To reduce the complications in the system and industries.
- i. To decrease the unhealthy competition among the states due to unawareness of goal setting management.
- j. To reducing the goal setting management problems to avoid further issues.
- k. To simplify the process of goal setting management with effect of technology.

Thus, there are many good and beneficial aims and objectives of using goal-setting management in India. Mumbai is one of the main districts of Maharashtra. Mumbai is the main city and one of the most dense and populated district. Current study aims to find out the awareness of sectors of Mumbai.

Aims and Objectives of the Study:

- a. To study about effect of goal setting management India
- b. To study about the awareness of about goal setting management in the customers of Mumbai District.
- c. To study about the awareness of about goal setting management among the customers of rural parts of Mumbai District in Maharashtra.

Result of study

Sources of Data Collection:

Following two types of source is used for the data collection of current study.

- a. **Primary Source:** For the current study, the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.
- b. **Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

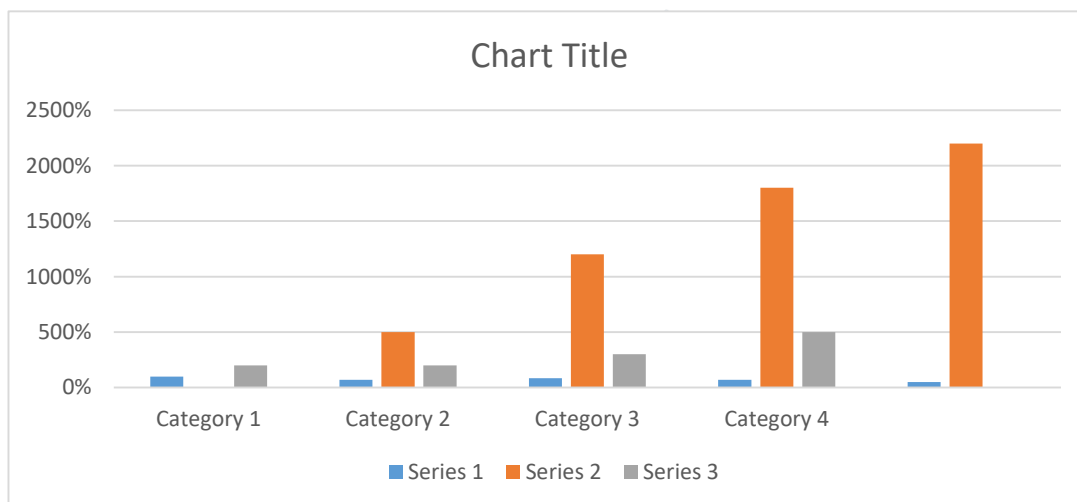
Data Collection Method:

- d. In Mumbai District in Maharashtra. There are total three zones. Out of which five sectors are selected for the current study. I.e. IT Sector, Banking sector, marketing sector, small enterprises. Total 50 people were selected as a sample size from these five places i.e. 10 from each.

Data of North Mumbai:

| Sr. no. | Customers' Awareness | Effects of goal setting management |
|---------|----------------------|------------------------------------|
| 01 | 100% | IT Sector |
| 02 | 70% | Banking sector |
| 03 | 85% | Medical sector |
| 04 | 70% | Marketing sector |
| 05 | 50% | Small enterprises |

Table 1.1

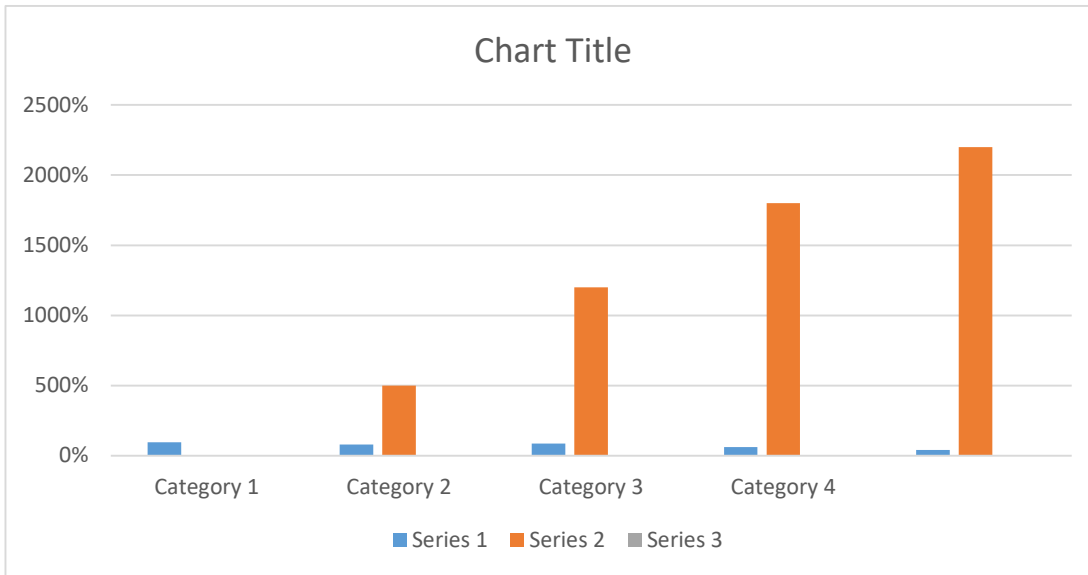


Graph 1.1

Data of Central Mumbai:

| Sr. no. | Customers' Awareness | Effects of goal setting management |
|---------|----------------------|------------------------------------|
| 01 | 95% | IT Sector |
| 02 | 80% | Banking sector |
| 03 | 85% | Medical sector |
| 04 | 60% | Marketing sector |
| 05 | 40% | Small enterprises |

Table 1.2

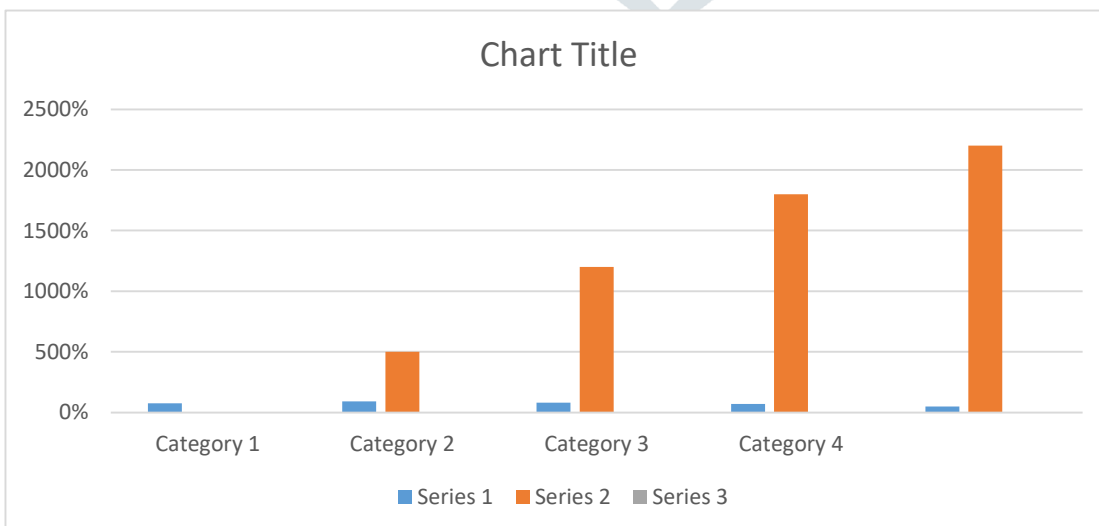


Graph 1.2

Data of South Mumbai

| Sr. no. | Customers' Awareness | Effects of goal setting management |
|---------|----------------------|------------------------------------|
| 01 | 75% | IT Sector |
| 02 | 90% | Banking sector |
| 03 | 80% | Medical sector |
| 04 | 70% | Marketing sector |
| 05 | 50% | Small enterprises |

Table 1.3



Graph 1.3

As shown in above tables and graph, most of the sectors are aware about Effects of goal setting management in Mumbai. They know on which sector Effects of goal setting management is applicable and on which product it not but they know it about used in everyday life. They are not much more aware about the about Effects of goal setting management system which are having high demand and fast innovative growth. They know only concept and few of them knows about it in details. Finding of the study given below:

Findings of the Study:

- a. There are many cases in which client themselves are confused about Effects of goal setting management and its applications and norms of it. Therefore, customers knew only that these digitized and these are under technology.
- b. What is exactly Effects of goal setting management and its applications very few of know.
- c. As Effects of goal setting management is new concept, it will take time to understand to the customers also in the point of view of its benefits.
- d. It is not simple and easy to understand the concept of Effects of goal setting management and its applications.
- e. Overall study shows that early stage of Effects of goal setting management will be a part of creating complication in the mind of consumers.
- f. There are negative approach and views of customers about Effects of goal setting management and its applications.
 - a. Lack of IT facilities is also one of the major reasons to make consumers unaware about Effects of goal setting management.

Suggestions of the Study:

- g. It is essential to give training for practical knowledge of goal setting management and its applications.
- h. Need of counselling and communicating to all level of sectors about Effects of goal setting management and its benefits.
- i. It is necessary to inform the customers that Effects of goal setting management is more advanced and innovative than previous technologies
- j. It is essential to convey all the sectors to make aware that there is no exemption from Effects of goal setting management to anyone, so they should prepare themselves with positive attitude towards the use of it.
- k. It needs to go time to understand the particle benefits of Effects of goal setting management to consumers

Conclusion:

Thus, there is always a problem when a new approach or new method is introduced in any sector. Even if it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such a scenario is there for any technology, how can one expect that the effects of goal setting management at the initial stage should be understood by common people who are the users of the system which they require for their routine life. The effects of goal setting management to improvement will take time to understand. It is not as hard as to understand but to apply in industries quickly. There were different ratios of the previous system which were divided as per location of users. Such complications are not in the application of the effects of goal setting management. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when they will start to use it by practically through. It needs only proper counseling.

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