



RELEVANCE OF AUTOMATION IN PERFORMANCE MANAGEMENT IN INDIA

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ABSTRACT

Performance Management is a method that combines goal setting, performance appraisal, and expansion into a single, standard system, intending to ensure that the employee's performance supports the company's strategic aims. The distinguishing feature of performance management is that it explicitly measures the employee's training, standards-setting, appraisal, and feedback relative to how their performance should be and contributes to achieving the company's goals. A sound automated performance management method is a must for any business to develop and succeed. In today's environment, businesses are fast-paced and move suddenly with their strategies and goals. The performance system followed in a company should be agile enough to adapt quickly to the changing business priorities. It should provide workers with a sharp knowledge of supporting the corporate image through their business and individual aims. Goal arrangement is a complex and challenging process. An automated performance method can help businesses in this direction. This will enable them to communicate and align goals across the organization more effectively and help their employees work more efficiently. An automated performance system is a benefit for current businesses. While executing an automated performance system for the initial time or substituting a standard paper-based system. The study is focuses to know that the relevance of automation in performance management in India.

Key words: Automation, Performance Management, Computers, India.

INTRODUCTION

Performance management, consequently, nevermore means meeting with a subordinate once or twice a year to “review the employee’s performance.” It means daily or weekly interactions to ensure continuous improvement in the employee’s capacity and achievement. And it implies providing that the employee has the training they want to perform the job. “The variation is the opposition between a year and event the fulfillment of the appraisal form and a method that starts the year-end event-the fulfillment of the appraisal form and a process that begins the year with performance planning and is integral to the way people are managed throughout the year.

It is also known as how organizations align their resources, systems, and employees to strategic objectives and priorities. Performance Management is referenced as a broad term by Dr. Aubrey Daniels in the late 1970s to describe a technology for managing performance and results, two critical elements of whatever is known as performance. Performance Management is the method based on an examination of data from the process. In actual cases, the main research problem is the low availability of data from the technique and the challenge of real-time investigation issues. A comprehensive specification of business elements related to performance management in the organization presented, and the application of WCF (Windows Communication Foundation) assistance, business intelligence vision, and methodology for data warehousing DW (Data Warehousing). If individual person contributes several days in Toyota’s Lexington, Kentucky, Camry plant, the absence of appraisal as most people knows that it would soon be apparent. Supervisors don’t sit down with the plant’s overall quality and productivity needs. The fact that managers are maintaining such a performance management procedure indicates numerous things. The digital revolution and HR automation have a significant role in making the HR functions perform their day-to-day transactions.

Types of Performance Management

There are three types of the organizational performance management system. It is otherwise known as corporate performance management. It explains the methodologies and processes that help define, measure, and ultimately achieve the strategy. The following are the three types of organizational performance management.

1. The Balanced Scorecard

The Balanced Scorecard is the most useful type of performance management systems convenient. For a good reason: 88% of BSC users say the framework is hugely or instrumental in helping them achieve their goals. The BSC is unique in that it combines four different business perspectives such as financial, customer, internal processes, and people to help companies understand and achieve their organizational objectives. The main aim of the Balanced Scorecard is high-level corporate intentions that state what the organization is attempting to accomplish strategically, collapsed down according to the four perspectives. The key performance indicators (KPIs) that help to understand if employees are completing their objectives strategically. It promotes association beyond groups and departments because workers can link departmental goals to the overall organizational

objectives and see how measures and projects are connected to organization-level actions. It requires a structured reporting process.

2. Management by Objectives

Management by Objectives (MBO) has created by influential management consultant Peter Drucker. Objectives are the foremost center of MBO; less importance is placed on how to accomplish these objectives. The solution to making MBO a task is to design a structure that differentiates between projects and efforts. In this, they can see a list of activities or actions that the organization is grouping together to improve those goals and objectives.

3. Budget-driven Business Plans

The budget affects the performance management method moderately than policy. In this case, "work plans" are connected to the organization's overall estimates, and spending persists to the designs and plans that fulfill results. In this, the income sources and expenses (line items) may be grouped into categories so leaders can quickly know fields that need downsizing or possible chances for funding. It may comprise a mixture of ongoing and new projects, and also it is driven by finance, which is separate from the other approaches that a strategy department organizes. The expansion method usually commences with the economics team implementing last year's spending to a department and asking them to list the activities they hope to accomplish within the coming year without changing the budget.

Evaluation of Automated Performance Software

It helps you to create a more effective goal-setting process. Automated performance systems help to create a higher efficient goal-setting approach. The best achievement method grows with the best goal setting and goal tracking software to assist your managers and employees set specific, measurable, and relevant to the company's goals and strategies. An automated performance system often sends automatic reminders for the completion of tasks. It helps a lot to maintain the schedule. The Talent Pro HRMS delivers powerful advantages to your HR and management team. Highly customizable, the Talent Pro HRMS provides all information you need to keep your employees happy and get them to be most productive.

Organizations adopted employee performance appraisal to identify the efficiency of the goals set for every employee. This will provide feedback for the improvement of the efficiency of the employees. In every organization, the performance of the employees is an adequate factor for achieving the objectives through the ability of organizations. This appraisal will lead to the cause of stress, anxiety, and dismay in employees. It is a primary dangerous task that the managers and employees focus on. An automated and well-structured performance management system makes it easier for managers. They are as follows:

1. Provide feedback frequently
2. To track the achievements and progress of employee goals.

3. To analyze the needs and wants of employees.
4. To make reports and analytics.
5. Find out the performance based on top performers and low performers.
6. Well informed decision making
7. Able to contribute towards the company's productivity.

An effective performance appraisal strengthens the employee-manager relationship, improves communication, and boosts the organization's culture. It brings the organization a great platform to work. Performance Management is a solution to evaluate and measure the performance of employees in an organization. It helps the organization for setting objectives and goals for the employees. Set the employee goals and objectives based on the organizational objectives, and set priorities in order. It will help the managers to find out the performance of an employee during the year. This conducts the reviews, maintains the 360-degree feedback, and automates the whole evaluation process of the organization. Performance management is used by the HR departments, which needs a tool for measuring the results to manage, identify and review each employee. Performance Management system facilitates an opportunity to maintain a positive work environment for attracting and retaining the top talented employees.

OBJECTIVES OF THE STUDY

1. To identify the relevance of automation in performance management in India.
2. To identify the performance of employees in the organization in accordance with automation.

METHODOLOGY

The research is descriptive and analytical. The data is collected from the official reports, published articles in international journals and national journals, research reports, websites and from other authentic sources. The results and discussions enhanced here are in accordance with the various studies related to the relevance of automation in performance management in India.

LITERATURE REVIEW

Automation formulates time, time for its employees for their growth as well as to make employees imagine on organizational development, strategies, position its self-better than opponents and to obtain the organization is known for its effectual culture, governance and be the best place to work (Nawaz & Gomes, 2014). Otley (1999) maintains that the measurement of the performance of an organisation has long been an area of considerable interest to the managers as well as to management accounting researchers. The reason behind this is quite simple as performance measurement and its management can enable organisations to continually improve their performance thereby enhancing competitiveness (Flapper et al. 1996). Axson (2010, p. 25) defines performance management as “all the processes, information and systems used by managers to set strategy, develop plans,

monitor execution, forecast performance, report results, and make decisions". The holistic nature of performance management is apparent from this definition as well. Broadbent and Laughlin (2009) building on the discussion of performance management in previous studies state that performance management systems are concerned with three main aspects namely defining, controlling as well as managing the achievement of targets or standards of performance set for processes or systems, at a societal or organisational level rather than at an individual level. Walters (1995) maintains that performance management is concerned with directing and supporting employees to work as efficiently and productively as practicable according to the expectations of an organisation. For an organisation to achieve this, it should provide job satisfaction, develop commitment and perceived psychological contract with its employees (Kagaari et al. 2010). According to Armstrong (2000) it is through making each employee accountable for his or her action that performance management achieves its objectives. The objectives of performance management are tied to the objectives of the organisation and as such the performance measurement tools which are used in a performance management system should be designed accordingly. Towards this both organisation as well as employees contributes towards the determination of standards, monitoring of progress as well as development of performance. This mutual obligation can be explained with the help of agency theory.

RESULTS AND ANALYSIS

Performance Management connects two components. They are individual work and organizational goals. The main aim is to achieve alignment; it creates continuous improvement in the work. Performance Management is a framework that guides the approach to creating alignment is the starting point to make all happen. Automated performance management systems facilitate the organisation to devise powerful and custom feedback patterns appropriate to each role. This maintains the workflows efficiently, without the obligation to formulate cumbersome manual records. Typically, performance management software appears with in-built functionality to manage access, update forms, and pass it to the next performance item according to workflow, etc. Automation significantly overcomes the administrative difficulty of addressing performance evaluations on time. Organizations can thus accompany regular performance reports to monitor growth and assess expansion needs, finishing in the year-end performance appraisal. Automated employee performance management systems can promote managers and HR to keep in touch with employees regularly. Thereby, constant and valuable feedback results in on-time communication that involves the most to employees. Automated performance management systems also come in apt to implement up-to-date systematic reports and insights to make data-driven decisions. Perpetual feedback, ratings, and evaluation are a forerunner to such statements. An automated performance management system reduces manual tasks to manage on-time achievement so that HR can now concentrate on process improvement. Automation also enables significant cost savings. As organizations shift from standard paper-based evaluations to web-based performance management software, these tools are comparatively cost-effective. Using a performance management system or device increases organizational sales and profits and reduces overhead costs by 25%.

In this study, In India, an automated review management system, the organization concentrates on employee performance and development. It serves to assure that employees are well-aligned with the purposes of the organization. Employees avail themselves of constant feedback, coaching, and development. Tracking progress is easily performed with a tool so that everybody understands what needs to be done. This enhances employee engagement and retention levels as the fundamental needs of employee acceptance are met.

CONCLUSION

This study identified that it's challenging to record progress, breakthroughs, and accomplishments over time if it's not listed and regained at the appropriate time. Performance review automation software helps employees and managers assign past activity and performance records and wipe up their consciousness during the conference sessions. In this system, managers can present employees with fair, transparent, essential reviews and improvement suggestions. The power of performance management automation in India can be leveraged to disrupt standard barriers and deliver effective performance management resulting in higher productivity, quicker growth, and more extensive collaboration.

Automation of the performance management process ensures that all employees are covered. A record or log of the movements of both employees and managers is retained, directing to accountability. Automated performance management tasks ensure an audit trail or log of the actions, which allows make the concerned employee or manager accountable. Further, through automation, there is an element of transparency wherein senior managers and the HR managers can step in cases of disputes or disagreements and find out the root cause of the dispute by logging in to the HR portal and checking who has noted what and when and where. In addition, the employees can also log in and check the record for themselves, thereby introducing transparency into the process.

Moreover, in lawsuits and legal cases, the entire history and the archive that contains the activities in the HR portal can be used as evidence by the organizations in courts of law. Apart from this, the fact that third parties can also be given access to the HR portal means that in cases of internal inquiries, the automated performance appraisal system can prove valuable for the investigators to check and determine the guilt or otherwise of the various parties. Given these benefits, automating the performance appraisal system makes the entire process more efficient.

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