

International Journal of Marketing and Technology (ISSN: 2249-1058)

CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|------------|---|----------------|
| <u>1</u> | Threshold effects in the relationship between oil revenues and growth in oil exporting countries. Mohsen Mehrara and Seyed Mohammad Hossein Sadr | <u>1-19</u> |
| <u>2</u> | Management of E-Waste- Black to Green. Dr. D. Sudharani Ravindran, Hari Sundar. G. Ram and M. Sathish | <u>20-33</u> |
| <u>3</u> | Customer Retention In Nationalised Banks In Erode of Tamilnadu. Dr. S. M. Venkatachalam and Ms. R. Anuradha | <u>34-67</u> |
| <u>4</u> | The Use of Visual Cues and Metaphors in Advertising. Vikram Kapoor | <u>68-84</u> |
| <u>5</u> | Library Administration Vs Management. J. B. Parmar and A. B. Parmar | <u>85-98</u> |
| <u>6</u> | Crisis Management. Dr. (Mrs.) A. Kumudha and Mr. K. Prabakar | <u>99-110</u> |
| <u>7</u> | Organizational Competency Management: A Competence Performance Approach. Dr. A. Kumuudha, K. Prabakar and Benny J. Godwin | <u>111-121</u> |
| <u>8</u> | Impact of Just-In-Time Production TowardsGlobalCompetitivenessThroughCompetencyManagement | <u>122-133</u> |
| <u>9</u> | Data Mining Issues and Key to Success. Deep Mala Sihint | <u>134-149</u> |
| <u>10</u> | Synthesis of MCM-41 via different routes. Ranajyoti Das and Bharat Modhera | <u>150-171</u> |
| <u>11</u> | Green Marketing – A Bridge Between Consumerism And Conservation. Richa Arora and Nitin R. Mahankale | <u>172-184</u> |
| <u>12</u> | An Empirical Study On The Effect of Payment Mechanism For Purchasing Intention – The Moderating Effect of Consumer Involvement in Selected Product Categories in Vadodara. CS. Ashutosh A. Sandhe, Dr. Amit R. Pandya and DR. Abhijeet Chatterjee | <u>185-213</u> |
| <u>13</u> | A New approach to Sensor less vector control of induction motors. G. Srinivas and Dr. S. Tarakalyani | <u>214-228</u> |
| <u>14</u> | Eyes Bamboozling the Mind: Use of Optical Illusion in Advertising. Vikram Kapoor | <u>229-247</u> |
| <u>15</u> | Perception Of Employees Towards Performance Appraisal In Insurance Sector. Rita Goyal | <u>248-276</u> |
| <u>16</u> | Process Improvement of an Organization Enhancing Better Quality System – Applying TQM. Bhupender Singh, O. P. Mishra and Surender Singh | <u>277-289</u> |
| 2 Tala | and the second | |



Volume 1, Issue 7



Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences, University of Guadalajara Director of Mass Media at Ayuntamiento de Cd. Guzman Ex. director of Centro de Capacitacion y Adiestramiento

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management, Tarbiat Modarres University, Tehran, Iran Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor, Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor, Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management), Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor, Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor, Dept. of Computer Science and Engineering, Sardar Raja College of Engineering, Alangulam Tirunelveli, TAMIL NADU, INDIA

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us



Volume 1, Issue 7



Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

> Dr. S. D. SURYAWANSHI Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us



Volume 1, Issue 7



Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us







Prof. Dr. BADAR ALAM IQBAL Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal Verma Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI Associate Professor ,Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

> **Mr. P. PRABHU** Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us









Title

| | 1 / st. 14. |
|----|--|
| | Author(s) |
| | |
| | <u>Rita Goyal</u> |
| | Research scholar& Lecturer, |
| | Dopt. of Humanities and Social Sciences, |
| Ma | harishi Markendeshwar University, Mullana (Ambala) |
| | JMKA |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

<u>ISSN: 2249-1058</u>

ABSTRACT:

The study of Performance appraisal has been an important and critical area in management and organizational performance from last several years especially in the LIC. Impact of HRD practices on employees productivity have been an important area of research in past years indicating positive relationship between HR practices and employees productivity.Performance appraisal is a systematic evaluation of an individual employee with respect to his performance on the job and his potential for development. This paper aims to study the extent of performance in the LIC, and explores the proposed link between the performance appraisal and employees productivity. Two hundred fifty employees responded to the researcher's questionnaire. The study makes use of statistical techniques such as mean, standard deviation, t test. ANOVA and regression analysis to process and analysis the data collected for this study. The demographic portion of the instrument was developed by the researcher to sort out the demographic information. To explore difference between the means of two group t-test was applied. One way ANOVA was used for exploring the difference among more than two groups. Multiple regressions were used for measuring the impact of HR practices on perceived employee performance. The paper ends by offering useful suggestions to the management involved in the operations of the corporations.

Key words: Performance appraisal, LIC, Employees Productivity.

Introduction:

Performance appraisal is a formal structured system of measuring and evaluating an employee's job related behaviours and outcomes to discover how and why the employee is presently performing on the job and how the employee can perform more effectively in the future so that the employee organization and society all benefits. "performance appraisal is the systematic, periodic and an impartial rating of an employee's excellence in the matters pertaining to his present job and his potential for a better job."

Lastly, in the past few years, there has been growing interest in the practice community for what has been termed "non-traditional" appraisal systems (e.g., Coens and Jenkins, 2000; Lawler,

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

IJM[•]

Volume 1, Issue 7

<u>ISSN: 2249-1058</u>

2000). These systems are less structured than the more traditional systems, with less emphasis on ratings or rankings, and more emphasis on developmental meetings between supervisors and employees as needed. The work performance of the subordinate is examined and discussed in the form of a periodic interview with a structured formal interaction between a subordinate and supervisor to identify weaknesses and strengths of the subordinate as well as opportunities for improvement and skills development. The performance of each and every individual employee plays a major role to achieve organization goals and to sustain its growth in the present competitive world. The employee's performance should assess continuously to make their contribution to higher extend.

In LIC, Performance appraisal systems aim to evaluate the job performance of employees, so that appropriate corrective action and management decisions can be taken. As performance appraisal is part of organizational control, the components of the control system are indispensable in the appraisal system. In general, a basic control system consists of control standards, measurement, and corrective actions (Newman, Warren & McGill, 1987). Among these three phases, control standards are based primarily on organizational missions or departmental goals, which reflect the role a performance appraisal plays in the organization. Measurement is concerned with the actual appraisal process, including the appraiser, appraisal criteria, appraisal methods, and appraisal timing. Corrective actions comprise the feedback processes after the performance appraisal is completed. If there is an evident gap between actual performance and performance standards, appropriate corrective actions should be taken to change the behaviours of the employees.

In Life insurance Corporation confidential report is used to assess the employee's performance for second and third class employees. It is a descriptive report prepared, generally at the end of every year, by the employee's immediate superior. The report highlights the strengths and weakness of the subordinates. The report is not data based. The impressions of the superior about the subordinate's are merely recorded there. It does not offer any feed back to the appraisee. The appraise is not very sure about why his rating has fallen despite his best effort, why others are rated high when compared to him, how to rectify his mistake, if any: on what basis he is going to be evaluated next year etc. Since the report is generally not made public and hence no feedback is available, the subjective analysis of the superior is likely to be hotly contested. In the recent

years, due to pressure from court and trade unions, the details of the negative confidential report are given to the appraisee.

Development Oriented Performance appraisal (DOPA) is used to assess the employee's performance for I class employees. It is also descriptive report prepared, generally for the end of every year, by the employee's immediate superior. Performance parameters are used to assess the employee's performance. Different parameters are evaluated on the basis of likert scale. Five points is assigned for high and one is assigned for low performance. There are four parameter divisional head judge employees-best, good, satisfactory, least (not up to the mark). Divisional head has to give explanation why he has rated least to an employee in the case least rate was given. Further the employee also gets a chance to explain rating against least rating. If the explanation is satisfactory then it is acceptable. Divisional head not give any explanation to other parameters. Divisional head, appraises job performance and other relevant factors are overall assessed. The employee's integrity is also assessed. If his job performance along with others potential factors is excellent and his integrity is faultless. The reporting and reviewing officers will suggest this employee id fit for promotion/ increment in written format. Later these formats are sent to managing director for further necessary actions.

Recently the corporation has used 360 degree feed back performance appraisal system. It is only for Sr. Divisional Managers (In-charge).360 Degree Feedback is a system or process in which employees receive confidential, anonymous feedback from the people who work around them. This typically includes the employee's boss,ZM (I/C),RM(Mktg.), RM(P&IR) and RM(CRM) peers,(Sr. DMs working as functional heads in the zones and Subordinates (All branch heads and managers directly reported to him/her and Development officers of his /her choice numbering around 5.

Review of Literature:

Moulder (2001) states that performance appraisals are valued for defining expectations and measuring the extent to which expectations are met. Performance appraisal state that appraisals can make clear to employees where they are having success and where they need to improve performance. Moulder indicates that appraisals are useful in setting goals and in fostering improved communications among work groups and between employees and supervisors.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

IJM¹

Volume 1, Issue 7

<u>ISSN: 2249-1058</u>

Ahn (2001), the regular and proper use of performance management gives better results for an organisation. Performance management may present two faces, the positive and negative aspects. For its positive aspect, it aids organisations in building mechanisms that enhance performance among employees as they aim to reach the shared vision and objectives set as one body. This is more of a discretionary effort as it increases the motivation of employees and strengthens their commitment and engagement to their shared goals. For its negative aspect, performance management involves a system of appraisal which is dreaded by several managers and most of the employees such that it undermines the motivation of the employees to perform better. Hence, in such case, it is considered as an irrelevant process of performance management

Jobber, Hooley & Shipley (2003) confirmed that a large organization tends to adopt quantitative criteria, more formalized appraisal methods and pre-determined performance standards, while a small organization is apt to use qualitative and informal appraisal methods. Although these studies did not make direct comparisons between service and manufacturing industries, their results can explain accounts the fact that there is a link or relation between organizational characteristics and the functions of a performance appraisal system.

Watson Wyatt in Sandler, (2005), only three out of ten employees said that the performance management of their organisations aid them in improving their performance. Moreover, only 19 per cent of the respondent workers who believed that poor performers have been helped by the performance management program to improve their addressing the expectations of the employees.

Houldsworth and Jirasinghe (2006) The effectiveness of the performance management system is most often ensured by employing performance management analysis (PMA) wherein both the structural and behavioral aspect of the system are monitored and linked (de Waal 2004). Armstrong & Baron (2005) also believed that performance management system cannot be formulated without considering the behavioral aspect of the employees.

IJM

Volume 1, Issue 7

<u>ISSN: 2249-1058</u>

Waal and Coevert (2007) implies that with the introduction of performance management in a certain bank, the number of products sold and their communications with their clients have vastly improved. According to the manager of the concerned bank, performance management rendered positive influence on the focus of the employees to deliver better performance. The selling culture within the department has improved. In a certain business review, performance management was viewed as the single largest factor contributing to the development of the organisation. It gives way to innovative thinking and a determined action to eliminate underperformance, unmotivated, disengaged, and poorly managed and trained employees. All of these start with making an appropriate decision; a decision that is based on an effective performance management system established within the organisation.

Barbara Bowes (2009), performance management system does not aim to control employees but instead aims to focus on the improvement of over all performance. However, despite the desire of many companies and HR professionals to implement performance management, employees from several companies still do not see the positive effects of such system.

OBJECTIVES OF THE STUDY:

- 1. To study the performance appraisal practices prevailing in some selected Branches of LIC.
- 2. To study the differences in the perception of employees on the basis of gender.
- 3. To study the differences in the perception of employees on the basis of designation.
- 4. To study the differences in the perception of employees on the basis of Qualification.

Hypothesis:

Ho: There is no significant difference between the perception of male and female employees regarding performance appraisal.

Ho There is no significant difference between the perceptions of employees at a different level regarding performance appraisal.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

Ho There is no significant difference between the perception of graduate and post graduate employees regarding performance appraisal.

ISSN: 2249-1058

RESEARCH DESIGN:

SAMPLING

For the purpose of the study, the researcher selected the branches of LIC on the basis of judgmental sampling and respondents on the basis of non probability random sampling.

SAMPLE DESIGN

Data Collection and period of study

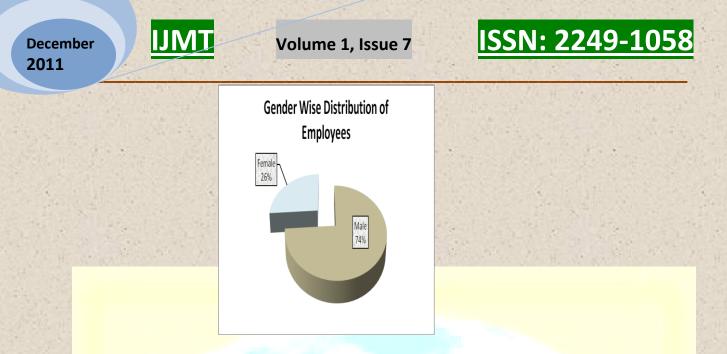
The researcher personally contacted 250 employees in four branches of LIC in northern India. They were appraised about the purpose of the study and request was made to them to fill up the questionnaire with correct and unbiased information.

SAMPLE OF THE STUDY

Following table represents the sample of study:

| 1 | Ν | Percent |
|--------|-----|---------|
| Male | 185 | 74 |
| Female | 65 | 26 |
| Total | 250 | 100 |

Gender-wise distribution of employees

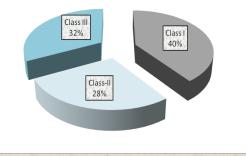


It is observed from the above table that 74% of the respondents are male and the remaining 26% are female.

| $\sim \sim $ | Employees | | | | | | |
|---|-----------|---------|--|--|--|--|--|
| 1-1 | Ν | Percent | | | | | |
| Class-1 | 100 | 40 | | | | | |
| Class-11 | 69 | 27.6 | | | | | |
| Class-111 | 81 | 32.4 | | | | | |
| Total | 250 | 100 | | | | | |

Designation-wise distribution of employees

Designation-wise distribution of employees



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

It is observed from the above table that 40% of the respondents belongs to class I ,27.6 of the respondents belongs to class II ,the remaining 32.4 of the respondents belongs to class III.

| Em | ployees |
|-----|--------------------|
| No. | Percent |
| 140 | 56 |
| 110 | 44 |
| 250 | 100 |
| | |
| | |
| | No. 140 110 |

Tab. 1.3: Qualification wise distribution of Employees

ISSN: 2249-1058



It is observed from the above table that 56% of the respondents are graduate and the remaining 44% are post graduate

QUESTIONNAIRE:

The questions were designed to facilitate the respondents to identify major strengths and weakness of the Corporations and provide insights. The endeavors were to identify the key training & Development issues, on which employee's perception can be obtained. The

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

IJM⁻

Volume 1, Issue 7

ISSN: 2249-1058

respondents were requested specifically to ignore their personal prejudices and use their best judgment on a 5 point Likert scale. The purpose of this exercise was to make the response a true reflection of organization reality rather than an individual opinion. The 5 point of the scale indicated in the questionnaire are- 1. Strongly disagree, 2 disagree, 3-Undecided, 4-Agree and 5-Strongly Agree. Reliability (Cronbach's coefficient alpha) of the questionnaire has found to be 0.89.This shows data has satisfactory internal consistency. Reliability Cronbach's alpha is the most common form of internal consistency reliability coefficient. An examination had been made from the reliability of the data to check whether random error causing inconsistency and in turn lower reliability is at a manageable level or not.

Perception of Gender (employees) regarding Performance Appraisal

| Ite m No. | Factors | | Strong y Agree | Agree | Indifferen t | Disagr ee | Strongly disagree | Tota l |
|-----------------|---|--------------------|----------------------|----------|-----------------|-----------------|----------------------|-----------|
| 1. | Periodic orientation programmes are conducted to explain the objectives and other details of the appraisal system. | Male Femal e | 27 7 | 50 26 | 90 25 | 13 8 | 3 | 185 65 |
| 2. | The appraiser generally spends time with their staff to discuss their performance. | Male Femal e | 7 3 | 40 19 | 107 38 | 29 5 | 2 | 185 65 |
| 3. | The appraiser does a thorough job on self- appraisal in terms of reviewing, reflecting and | Male Femal e | 13 6 6 | 60 19 | 70 25 | 33 12 | 9 3 | 185 65 |
| 4 | analyzing the factors affecting their performance. | Mala | 7 | 50 | 20 | 31 | 8 | 195 |
| 4. | The performance review discussions are taken seriously by appraiser and sufficient time is spent on these discussions | Male Femal e | 5 | 17 | 89 32 | 9 | 8 2 | 185 65 |
| 5. | The appraisal system helps | Male | 13 | 55 | 77 | 40 | - 15 550 | 185 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology







| | | 1.1 | | | | | | |
|-----|--|---------------------------|----|----|-----|----|----|-----|
| | appraiser to educate their subordinates to overcome their personal biases and favourtisms. | Femal e | 7 | 16 | 34 | 8 | | 65 |
| 6. | The performance appraisal | Male | 15 | 40 | 91 | 29 | 10 | 185 |
| | of employees by the officer in this corporation provides an opportunity for each employee to have a clear understanding of what is expected of a job? | Femal e | 7 | 22 | 29 | 6 | 1 | 65 |
| 7. | The appraisal system | Male | 7 | 55 | 76 | 30 | 17 | 185 |
| | providestheemployeeseffectivefeedbackregardingtheirperformance. | Femal e | 3 | 12 | 33 | 13 | 4 | 65 |
| 8. | The appraisal system helps | Male | 18 | 59 | 77 | 26 | 5 | 185 |
| | appraiser to identify the needs of the employees. | Femal e | 6 | 22 | 30 | 6 | 1 | 65 |
| 9. | The appraisal system | Male | 9 | 59 | 82 | 31 | 4 | 185 |
| | provides an opportunity for each employees to communicate the support he needs from his seniors to perform his job well. | Femal e | 3 | 14 | 39 | 94 | / | 65 |
| 10. | The appraisal system | Male | 18 | 40 | 79 | 39 | 9 | 185 |
| 12 | provides an opportunity for self review and reflection. | Femal e | 5 | 23 | 28 | 9 | - | 65 |
| 11. | The appraisal system is | Male | 24 | 59 | 72 | 26 | 4 | 185 |
| | based on all round feedback, that is, it involves all concerned parties | F <mark>e</mark> mal e | 8 | 19 | 32 | 6 | - | 65 |
| 12. | The appraisal system has | Male | 13 | 47 | 95 | 24 | 6 | 185 |
| | scope for reflection and assessment of each employee on the personality factors. | Femal e | 6 | 21 | 32 | 5 | 1 | 65 |
| 1 | The appraisal system | Male | 22 | 59 | 110 | 25 | 3 | 185 |
| 13. | encourages open communication between officers, employees and peers through performance | Femal e | 5 | 16 | 32 | 11 | 1 | 65 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology





ISSN: 2249-1058

| 10, 51 | review discussion | | 24-46 | 1. 1. 1. | Carry Carry | Cor an | | 1 41 (|
|--------|---|------------|-------|---------------|-------------|--------|----|--------|
| | All the second second | 1 | | | | - | | |
| 14. | The appraisal system has scope for correcting the | Male | 17 | 43 | 92 | 25 | 8 | 185 |
| 14. | biases of appraiser through a review process. | Femal e | 3 | 22 | 28 | 10 | 2 | 65 |
| HE SI | The appraisal system aims | Male | 18 | 42 | 82 | 11 | 10 | 185 |
| 15. | at strengthening appraiser and appraises relationship through developing mutual trust. | Femal e | 4 | 14 | 31 | 13 | 3 | 65 |
| 16. | The appraisal system helps | Male | 25 | 32 | 101 | 27 | | 185 |
| 10. | interested appraise to gain | Male | 25 | 32 | 101 | 21 | - | 105 |
| | more insights into their strengths and weaknesses. | Femal e | 7 | 17 | 37 | 4 | • | 65 |
| 17. | The appraisal system has | Male | 29 | 45 | 87 | 14 | - | 185 |
| | scope for communicating | _ | | | | | | |
| 4 | the corporation plans and goals to staff. | Femal e | 12 | 17 | 30 | 6 | 7 | 65 |
| 18. | The objectives of the appraisal system are clear | Male | 25 | 46 | 86 | 19 | 9 | 185 |
| | to all appraise. | Femal e | 9 | 13 | 30 | 10 | 3 | 65 |
| 19. | Efforts are made by appraiser to see that | Male | 26 | 31 | 101 | 24 | 3 | 185 |
| | appraise are objective in their appraisal of trainees. | Femal e | 5 | 14 | 30 | 15 | 1 | 65 |
| 20. | Performance appraisal helps in increasing | Male | 31 | 69 | 70 | 13 | 2 | 185 |
| | employee's productivity | Femal e | 11 | 24 | 30 | - | • | 65 |
| 67.3 | | | | 建制 (1) | | 《王祥 | | |



Perception of employees regarding Performance Appraisal on the basis of Designation

| Ite m No. | Factors | No. | Stron gy Agree | Agree | Indiffer nt | Disagre e | Strongl y disagree | Tota 1 |
|-----------------|--|------------------------------|----------------------|-------|----------------|--------------|--------------------------|-----------|
| 1. | Periodic orientation programmes are | Level- 1 | 11 | 34 | 38 | 15 | 2 | 100 |
| 12 12 12 14 | conducted to explain the objectives and other details of the appraisal | Level- II | 13 | 23 | 27 | 4 | 2 | 69 |
| | system. | Level- III | 10 | 19 | 50 | 2 | - | 81 |
| 2. | The appraiser generally spends time with their | Level- 1 | 2 | 22 | 50 | 26 | - | 100 |
| | staff to discuss their performance. | Level- II | 4 | 26 | 39 | - | - | 69 |
| H. | 0.00 | Level- III | 4 | 11 | 56 | 8 | 2 | 81 |
| 3. | The appraiser does a thorough job on self- | Level- 1 | 4 | 28 | 23 | 12 | 4 | 100 |
| | appraisal in terms of reviewing, reflecting and analyzing the factors | Level- II | 7 | 31 | 27 | 09 | 5 | 69 |
| | affecting their performance. | Level- III | 8 | 20 | 45 | 24 | 3 | 81 |
| 4. | The performance review discussions are taken | Level- 1 | 9 | 31 | 30 | 22 | 8 | 100 |
| | seriously by appraiser and sufficient time is spent on these discussions | Level- II | 2 | 4 | 50 | 13 | | 69 |
| | | Le <mark>v</mark> el- III | 1 | 32 | 41 | 05 | 2 | 81 |
| 5. | The appraisal system helps appraiser to educate | Level- 1 | 4 | 25 | 45 | 26 | - | 100 |
| | their subordinates to overcome their personal biases and favourtisms. | Level- II | 3 | 40 | 16 | 10 | | 69 |
| | | Level- III | 3 | 16 | 50 | 12 | - | 81 |
| 6. | The performance appraisal of employees by | Level- 1 | 8 | 23 | 55 | 6 | 8 | 100 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us





ISSN: 2249-1058

| | | | | 100 | | 1 | | |
|-----|--|---------------|----|-----|----|----|----|-----|
| | the officer in this corporation provides an opportunity for each | Level- II | 11 | 18 | 25 | 13 | 2 | 69 |
| | opportunity for each employee to have a clear understanding of what is expected of a job? | Level- III | 3 | 21 | 40 | 16 | 1 | 81 |
| 7. | The appraisal system provides the employees | Level- 1 | 3 | 29 | 40 | 28 | - | 100 |
| | effective feedback regarding their performance. | Level- II | 4 | 26 | 22 | 14 | 3 | 69 |
| | performance. | Level- III | 3 | 12 | 47 | 01 | 18 | 81 |
| 8. | The appraisal system helps appraiser to identify | Level- 1 | 10 | 40 | 31 | 16 | 3 | 100 |
| | the needs of the employees. | Level- II | 8 | 21 | 34 | 6 | - | 69 |
| | 0547 | Level- III | 6 | 20 | 42 | 10 | 3 | 81 |
| 9. | The appraisal system | Level- 1 | 3 | 14 | 65 | 16 | 2 | 100 |
| | provides an opportunity for each employees to | Level- II | 3 | 19 | 36 | 9 | 2 | 69 |
| | communicate the support he needs from his seniors to perform his job well. | Level- III | 6 | 40 | 20 | 15 | r. | 81 |
| 10. | The appraisal system provides an opportunity | Level- 1 | 11 | 20 | 37 | 21 | 1 | 100 |
| | for self review and reflection. | Level- II | 6 | 19 | 29 | 9 | 6 | 69 |
| 42 | | Level- III | 6 | 24 | 31 | 18 | 2 | 81 |
| 11. | based on all round | 1 | 9 | 19 | 56 | 14 | 2 | 100 |
| | feedback, that is, it involves all concerned parties. | Level- II | 11 | 19 | 31 | 8 | | 69 |
| | Parties. | Level- III | 12 | 40 | 17 | 10 | 2 | 81 |
| 12. | The appraisal system has scope for reflection and | | 6 | 30 | 52 | 7 | 5 | 100 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology





ISSN: 2249-1058

| | | 1.1 | | 13 20 | | 13 | | 1111 |
|----------|--|---------------|----|-------|----|----|---|------|
| | assessment of each employee on the | Level- II | 7 | 13 | 36 | 12 | 1 | 69 |
| | personality factors. | Level- III | 6 | 25 | 39 | 10 | 1 | 81 |
| 13. | The appraisal system encourages open | Level- 1 | 2 | 29 | 55 | 14 | - | 100 |
| | communication between officers, employees and peers through | Level- II | 11 | 21 | 30 | 6 | - | 69 |
| | performance review discussion | Level- III | 14 | 25 | 27 | 16 | - | 81 |
| 14. | The appraisal system has scope for correcting the | Level- 1 | 1 | 30 | 40 | 25 | 4 | 100 |
| 47 11 | biases of appraiser through a review process. | Level- II | 13 | 12 | 34 | 10 | 6 | 69 |
| | | Level- III | 6 | 23 | 46 | - | | 81 |
| 15. | The appraisal system aims at strengthening | Level- 1 | 5 | 40 | 42 | 7 | 6 | 100 |
| | appraiser and appraises relationship through developing mutual trust. | Level- II | 6 | 20 | 31 | 8 | 4 | 69 |
| | developing indiad das. | Level- III | 11 | 18 | 40 | 9 | 3 | 81 |
| 16. | The appraisal system | Level- 1 | 10 | 10 | 68 | 12 | - | 100 |
| | helps interested appraise to gain more insights into | Level- II | 4 | 12 | 50 | 3 | 4 | 69 |
| 1 | their strengths and weaknesses. | Level- III | 18 | 27 | 20 | 16 | - | 81 |
| 17. | | Level- 1 | 15 | 22 | 58 | 5 | - | 100 |
| | The appraisal system has scope for communicating the corporation plans and | Level- II | 10 | 19 | 30 | 10 | - | 69 |
| | goals to staff. | Level- III | 16 | 21 | 39 | 5 | - | 81 |
| 18. | The objectives of the | Level- 1 | 15 | 17 | 50 | 11 | 7 | 100 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology



2011

Volume 1, Issue 7



| | appraisal system are clear to all appraise | Level- II | 12 | 17 | 35 | 3 | 2 | 69 |
|-------------------------------|---|---------------|----|----|----|----|---|-----|
| | | Level- III | 7 | 25 | 31 | 15 | 3 | 81 |
| 19. | Efforts are made by appraiser to see that | Level- 1 | 9 | 25 | 45 | 19 | 2 | 100 |
| 1 12 12 1 12 12 1 12 12 | appraise are objective in their appraisal of trainees. | Level- II | 14 | 11 | 36 | 8 | | 69 |
| | | Level- III | 8 | 9 | 50 | 12 | 2 | 81 |
| 20. | Performance appraisal helps in increasing employee's productivity | Level- 1 | 7 | 35 | 55 | 3 | - | 100 |
| 42 | employee s productivity | Level- II | 16 | 27 | 20 | 4 | 2 | 69 |
| | | Level- III | 19 | 31 | 25 | 6 | | 81 |

Perception of employees regarding Performance Appraisal on the basis of Qualification

| Ite m No. | Factors | | Stron gy Agree | Agree | Indiffer nt | Disagre e | Strongl y disagree | Tota l |
|-----------------|---|----------------|----------------------|-------|----------------|--------------|--------------------------|-----------|
| 1. | Periodic orientation programmes are conducted to explain the | Gradu ate | 23 | 40 | 70 | 6 | 1 | 140 |
| 14 | objectives and other details of the appraisal system. | P.Grad uate | 11 | 36 | 45 | 15 | 3 | 110 |
| 2. | The appraiser generally spends time with their staff to discuss their | Gradu ate | 4 | 21 | 94 | 21 | | 140 |
| | staff to discuss their performance. | P.Grad uate | 6 | 38 | 51 | 13 | 2 | 110 |
| 3. | The appraiser does a thorough job on self- | Gradu ate | 8 | 38 | 53 | 33 | 8 | 140 |
| 1.1 | appraisal in terms of reviewing, reflecting and | P.Grad | 11 | 41 | 42 | 12 | 4 | 110 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology



Volume 1, Issue 7



| | | | | 3 | | 13 2 | | |
|--|---|----------------|----|----|----|------|---------------|-----|
| | analyzing the factors affecting their performance. | uate | | | | | | |
| 4. | The performance review discussions are taken | Gradu ate | 4 | 36 | 61 | 30 | 8 | 140 |
| | seriously by appraiser and sufficient time is spent on these discussions | P.Grad uate | 8 | 31 | 60 | 10 | 2 | 110 |
| 5. | The appraisal system helps appraiser to educate | Gradu ate | 11 | 37 | 68 | 24 | 14 <u>1</u> 1 | 140 |
| | their subordinates to overcome their personal biases and favourtisms. | P.Grad uate | 9 | 34 | 43 | 24 | - | 110 |
| 6. | The performance appraisal of employees by the | Gradu ate | 9 | 22 | 79 | 25 | 5 | 140 |
| 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1 | officer in this corporation provides an opportunity for each employee to have a clear understanding of what is expected of a job? | P.Grad uate | 13 | 40 | 41 | 10 | 6 | 110 |
| 7. | The appraisal system provides the employees | Gradu ate | 4 | 47 | 65 | 12 | 12 | 140 |
| | effective feedback regarding their performance. | P.Grad uate | 6 | 20 | 44 | 31 | 9 | 110 |
| 8. | The appraisal system helps appraiser to identify | Gradu ate | 11 | 51 | 59 | 15 | 4 | 140 |
| | the needs of the employees. | P.Grad uate | 13 | 30 | 48 | 11 | 2 | 110 |
| 9. | The appraisal system provides an opportunity | Gradu ate | 8 | 38 | 61 | 29 | 4 | 140 |
| 4 11 | for each employees to communicate the support he needs from his seniors to perform his job well. | P.Grad uate | 4 | 35 | 60 | 11 | - | 110 |
| 10. | The appraisal system provides an opportunity | Gradu ate | 15 | 19 | 67 | 35 | 4 | 140 |
| for self review and reflection. | P.Grad uate | 8 | 44 | 40 | 13 | 5 | 110 | |
| 11. | The appraisal system is based on all round | Gradu ate | 24 | 52 | 50 | 11 | 3 | 140 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India International Journal of Marketing and Technology







270

| | | | | 10 | | 13 | | |
|-----------|--|----------------|----|----|----|----|-------------------|-----|
| | feedback, that is, it involves all concerned parties | P.Grad uate | 8 | 26 | 54 | 21 | 1 | 110 |
| 12. | The appraisal system has scope for reflection and | Gradu ate | 7 | 44 | 70 | 14 | 5 | 140 |
| | assessment of each employee on the personality factors. | P.Grad uate | 12 | 24 | 57 | 15 | 2 | 110 |
| 13. | The appraisal system encourages open | Gradu ate | 15 | 52 | 59 | 14 | AND LOCAL SECTION | 140 |
| | communication between officers, employees and peers through performance review discussion | P.Grad uate | 12 | 23 | 53 | 22 | - | 110 |
| 14. | The appraisal system has scope for correcting the biases of appraiser | Gradu ate | 7 | 31 | 76 | 22 | 4 | 140 |
| | through a review process. | P.Grad uate | 13 | 34 | 44 | 13 | 6 | 110 |
| 15. | The appraisal system aims at strengthening appraiser and appraises relationship | Gradu ate | 8 | 25 | 75 | 20 | 12 | 140 |
| | through developing mutual trust. | P.Grad uate | 14 | 53 | 38 | 4 | 1 | 110 |
| 16. | The appraisal system helps interested appraise | Gradu ate | 21 | 23 | 80 | 16 | - | 140 |
| · · · · · | to gain more insights into their strengths and weaknesses. | P.Grad uate | 11 | 26 | 58 | 15 | - | 110 |
| 17. | The appraisal system has scope for communicating the corporation plans and | Gradu ate | 25 | 26 | 79 | 10 | 1 | 140 |
| 1 | goals to staff. | P.Grad uate | 16 | 36 | 48 | 10 | - | 110 |
| 18. | The objectives of the appraisal system are clear | Gradu ate | 19 | 30 | 67 | 17 | 7 | 140 |
| | to all appraise. | P.Grad uate | 15 | 29 | 49 | 12 | 5 | 110 |
| 19. | Efforts are made by appraiser to see that | Gradu ate | 13 | 21 | 80 | 25 | 1 | 140 |
| H. S. | appraise are objective in their appraisal of trainees. | P.Grad | 18 | 24 | 51 | 14 | 3 | 110 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology







| | 11 2 | | uate | and the | 21 83 M | - 38 1 | 16 21 84 | 881 | and the |
|----|------|--|----------------|---------|---------|-----------|----------|-----|---------|
| | 20. | Performance appraisal helps in increasing | | 23 | 45 | 61 | 11 | - | 140 |
| 12 | | employee's productivity | P.Grad uate | 19 | 48 | 39 | 2 | 2 | 110 |

Table: Scale for performance appraisal

| Factor | No. | Mean | S.D |
|----------------------------|-----|-------|-------|
| Gender-Male | 185 | 62.03 | 20.85 |
| Female | 65 | 55.72 | 15.37 |
| Designation-Level 1 | 100 | 59.66 | 15.97 |
| Level 11 | 69 | 59.93 | 18.17 |
| Level 111 | 81 | 57.95 | 10.89 |
| Qualification- Graduate | 140 | 58.48 | 17.10 |
| Post Graduate | 110 | 54.14 | 17.31 |

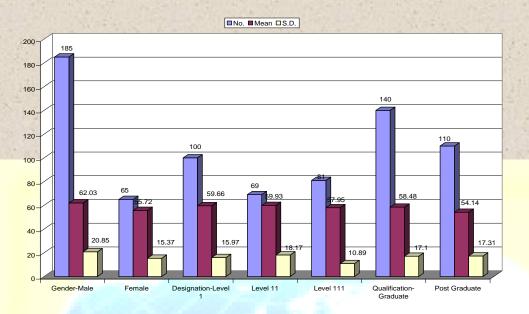
The results in the following table reveal that in the scale for performance appraisal, the highest mean score (62.03) is for male and the lowest (54.14) is for employees having the degree of post graduate. The same has been shown graphically in figure

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us





Graph : Scale for performance appraisal



Hypothesis- 1.1

Ho: There is no significant difference between the perception of male and female employees regarding performance appraisal.

 Tab.1.1 Perceptual differences between male and female employees regarding performance appraisal.

| Group | Sample size | Mean | S.D. | t- value | df | p-value |
|---------------------|----------------|-------|------------|----------|-----|----------|
| Male Employee | 185 | 62.03 | 20.85 | 2.234 | 248 | .026 |
| Female Employees | 65 | 55.72 | 15.37 | | | |
| P<0.05 | | 1.62 | 1 4 1 K AL | 67 | 1.5 | 1162 315 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

IJM.

Volume 1, Issue 7

<u>ISSN: 2249-1058</u>

Summary of "t" test presented in the above table indicates that t-value (2.23) is significant as p-value (0.026) is less than 0.05. Hence the hypothesis stating, The difference is not significant between the perception of male and female employees regarding HRD climate." is rejected at 0.05 level of significance . So there is a significant difference between the perception of male and female employees regarding the perception of male and female employees have better perception of male than females (55.72) therefore it is concluded that male employees have better perception of performance appraisal than female employees.

Hypothesis- 1.2

Ho: There is no significant difference between the perceptions of employees at different levels regarding performance appraisal

 Tab.1.2 Perceptual differences between employees at different level regarding performance appraisal.

| Particulars | Sample size | Mean | d.f | F value | P value |
|-------------|-------------|---------------------|-----|---------|---------|
| Class-1 | 100 | 59.66 | 2 | 1.852 | 0.159 |
| Class-11 | 69 | <mark>59.</mark> 93 | | | |
| Class-111 | 81 | 57.95 | | | |
| P>0.05 | | | | | |

Summary of the univariate analysis of variance presented in the above table indicates that pvalue (0.159) is greater than 0.05 as F value is (1.852) is not significant at 0.05 level of significance. Hence the hypothesis is accepted at 0.05 level of significance so there is no significant difference among employees at different level regarding their perception of performance appraisal selected branches of LIC.

ISSN: 2249-1058

Hypothesis- 1.3

Ho: There is no significant difference between the perception of graduate and post graduate employees regarding performance appraisal.

 Tab.3.3. Perceptual differences between Employees with graduate and postgraduate

 regarding performance appraisal

| Particulars | Sample Size | Mean | SD | t-test | df | p-Value |
|------------------|-------------|-------|-------|--------|-----|---------|
| Custurete | 140 | 50.40 | 17.10 | 706 | 249 | 420 |
| Graduate | 140 | 58.48 | 17.10 | .786 | 248 | .432 |
| Employee | | | | | | |
| Postgraduate | 110 | 54.14 | 17.31 | | | |
| Employees | 43 | | - | < | | |
| <u>P>0.05</u> | | | | | | |

Summary of "t" test presented in the above table indicates that t-value (.786) is significant as p-value (0.432) is more than 0.05. Hence the hypothesis stating, the difference is not significant between the perception of graduate and post graduates employees regarding performance appraisal. "Is accepted at 0.05 level of significance.. So there is not a significant difference between the perception of graduate and post graduate employees regarding performance appraisal in selected branches of LIC

Mean value for graduate (58.48) is more than Postgraduate Employees (54.14) therefore it is concluded that graduate employees have better perception of PA than postgraduate employees.

Findings & Suggestions:

1. Difference is significant between the perception of Male and Female employees regarding performance appraisal. Female employees have favorable attitude towards performance appraisal as compared to male employees.

2 There is no significant difference among employees at different level regarding their perception of performance appraisal selected branches of LIC.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

3. The difference is not significant between the perception of Graduates and Post Graduates employees regarding the performance appraisal. in selected branches of LIC.

ISSN: 2249-1058

It has been found that the appraisal system in LIC is still being carried out on traditional lines. It has been further noticed that the management does not welcome suggestions of employees regarding performance appraisal. There is need for a complete review of existing system. Modern appraisal techniques need to be adopted by the corporation. Performance appraisal can be a powerful tool of HRD in many ways. It uncovers difficulties faced by the employees while handling assigned tasks.

In short we can say that to improve the performance appraisal in the LIC the following steps should be taken immediately

• Help the employee to overcome his weaknesses and improve over his strengths and thus enable him to improve his performance and that of the department.

- Generate adequate feedback and guidance from the reporting officers to the employee.
- Contribute to the growth and development of the employee through helping him in realistic goal setting.
- Provide inputs to: (i) system of rewards comprising salary increments, appreciations, additional responsibilities, promotions, etc., and (ii) salary administration.
- Help in creating a desirable culture and traditions in the corporation.
- Help identifying employees for the purpose of motivating, training & developing them.
- Generate significant, relevant, free and valid information about employees.

REFERENCES:

- Aswathappa, A.(2002). *Human Resource and personnel management:* Text and Cases, 3rd edition, Tata McGraw-Hill Publishing Company Limited, New Delhi.PP.199-231
- Campbell, D. J. and Lee, C. (1988). 'Self-appraisal in performance evaluation: Development versus evaluation'. *Academy of Management Review*, **13**, 302-3 14.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. International Journal of Marketing and Technology http://www.ijmra.us

IJMT

Volume 1, Issue 7

 Cascio, F.W. (2003). Managing *Human Resources: Productivity, Quality of work life,profits,* 6th edition, McGraw –Hill Higher Education. PP.328-369.

ISSN: 2249-1058

- Clinton O. Longenecker (1997). Why managerial performance appraisals are ineffective: Causes and Lessons. Career Development international, Vol.2, 5, pp. 212-218.
- Longenecker, C.O. and Fink, L.S. (1999) "Creative Effective Performance Appraisals," Industrial Management, 18-23.
- Cynthia, L. (1985). Increasing performance appraisal effectiveness: Matching Task types, Appraisal Process, and Rater Training. The Academy of Management Review, Vol.10, No.2, PP.322-331.
- Deborah F. Boice and Brian H. Kleiner (1997). Designing effective performance appraisal system. Work study, vol.46, No.6. PP.197-201
- Junlin Pan and Guoqing Li (2006).What can we learn from performance assessment? The system and practice in an academic library. Library Management, Vol.27, No.6/7, pp. 460-469