

E=MC2: The New Performance Management System in Telecommunication Industry

Deogaonkar Anant¹, Zaveri Bijal²

¹PhD Scholar, Parul University, Vadodara, Gujarat, India.

²Dean, Faculty of Management Studies, Parul University, Vadodara, Gujarat, India.

Abstract:

The Human Resource Management has increased in complexity in present state of cut throat competition. If people are valued they add value to the organisation. Employees are internal customers and their personal and professional growth needs to be aligned with the organisational growth. Satisfaction of these internal customers reflects on the success of any organisation. The organisation provides a tool for development of people by way of rewards and awards for excellence in performance. Perform or perish is the tag line today for any organisation which underlines the importance of Performance management. In view of this, this paper focuses on understanding of the employee perception about performance management system in telecommunication industry with the help of literature review to identify research gap. Based on the review, innovative conceptual model of performance management system is recommended. Telecommunication Industry is the most dynamic industry in terms of technological upgrades and telecommunication products have become inevitable for day to day life.

Keywords:

Performance management, Organisational performance, Telecom industry.

Link:

<http://www.indianjournals.com/ijor.aspx?target=ijor:mjcm&volume=5&issue=2&article=00>