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A STUDY ON EVALUATION OF THE PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO WEB INDIA PVT LTD AT CHENNAI

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ABSTRACT

Performance appraisal systems play a crucial role in evaluating employee performance, enhancing productivity, and aligning individual objectives with organizational goals. Over time, organizations have shifted from traditional performance appraisal systems characterized by periodic, supervisor-centric evaluations to modern systems that emphasize continuous feedback, employee development, and the use of technology. This study presents a comparative analysis of traditional and modern performance appraisal systems, examining their features, effectiveness, advantages, and limitations. Traditional appraisal methods, such as annual ratings and ranking systems, are found to be structured and easy to administer but often suffer from subjectivity, bias, and limited developmental focus. In contrast, modern appraisal systems, including 360-degree feedback, Management by Objectives (MBO), and continuous performance management, promote transparency, employee engagement, and strategic alignment. The study highlights how modern appraisal systems better support organizational adaptability, motivation, and talent development in dynamic business environments. The findings suggest that while traditional systems remain suitable for stable and hierarchical organizations, modern performance appraisal approaches are more effective in fostering sustained performance improvement and organizational competitiveness.

KEYWORDS

Performance Appraisal[1], Traditional Appraisal Systems,[2] Modern Performance Appraisal[3], Employee Performance[4,] Continuous Performance Management[5], Organizational Effectiveness[6].