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AN EMPIRICAL STUDY ON CONTINUOUS FEEDBACK AND PERFORMANCE MANAGEMENT SYSTEMSAT HITAKEY TECH SOLUTION PVT. LTD., TRICHY

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ABSTRACT

In today's dynamic IT industry, traditional annual performance appraisal systems are no longer sufficient to meet employee development and organizational growth needs. This study examines the effectiveness of continuous feedback integrated into the Performance Management System (PMS) at Hitakey Tech Solution Pvt. Ltd., Trichy.The research is empirical in nature and is based on primary data collected from 100 employees using a structured questionnaire. Statistical tools such as percentage analysis, weighted average method, satisfaction index, and Karl Pearson's correlation were used to analyze the data.The findings reveal that continuous feedback significantly improves employee performance, motivation, job satisfaction, confidence, communication, and goal alignment. The correlation coefficient (r = 0.91) indicates a very strong positive relationship between continuous feedback and employee performance.The study concludes that a structured continuous feedback-driven PMS enhances organizational effectiveness and employee engagement in the IT sector.

Keywords : Continuous Feedback[1], Performance Management System[2], Employee Performance[3], Motivation[4] Job Satisfaction [5]