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EFFECTIVENESS OF GOAL-SETTING PRACTICES AND THEIR IMPACT ON EMPLOYEE PERFORMANCE AT HITAKEY TECH SOLUTION PVT. LTD., TRICHY

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Abstract

This study analyzes the effectiveness of goal-setting practices and their impact on employee performance at Hitakey Tech Solution Pvt. Ltd., Trichy. Goal- setting is an important part of human resource management as it helps employees understand their responsibilities, improves motivation, and enhances productivity. The study aims to evaluate goal clarity, employee involvement in goal-setting, and the role of feedback in improving performance. A descriptive research design was used for the study. Primary data were collected from 100 employees through a structured questionnaire, while secondary data were obtained from company records and related literature. The collected data were analyzed using statistical tools such as mean, correlation, regression, and Chi-square tests. The findings indicate that clear goals, effective communication, employee participation, and regular feedback significantly contribute to improved employee performance and motivation. The study concludes that strengthening goal-setting practices and aligning them with organizational objectives can enhance overall employee productivity and organizational effectiveness.

Keywords

Goal Setting [1] , Employee Performance [2] ,Performance Management [3] , Employee Motivation [4,] Feedback Mechanism [5], Organizational Productivity [6], Human Resource Management [7,] Employee Engagement [8,] Goal Clarity[9] , Performance Appraisal[10]