

EMPIRICAL STUDY ON PERFORMANCE MANAGEMENT AND CAREER DEVELOPMENT INSIGHT FANGS TECHNOLOGY PVT LTD.

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Abstract: This research study investigates the performance management and career development systems implemented at Fangs Technology Pvt. Ltd., a key player in the retail sector. The project primarily focuses on the practices followed within the HR & Admin, Finance, Marketing, and Sales departments. The organization employs a structured performance management system that includes 360-degree feedback, KPI-based assessments, and sales target achievement tracking. These mechanisms are designed to evaluate employee performance comprehensively and encourage continuous improvement.

The study also explores the company's career development strategies, particularly through training programs such as NHIT (New Hire Induction Training) and OJT (On-the-Job Training). These programs aim to enhance employee skills, prepare them for higher responsibilities, and align individual growth with organizational objectives. The research methodology includes a detailed employee survey, the responses to which provide insights into how staff members perceive the fairness, effectiveness, and impact of these performance and development systems.

Responses indicate that while employees generally acknowledge the presence and benefits of structured performance evaluation and development programs, there are also concerns about the consistency and transparency of some processes, particularly related to internal promotions and feedback mechanisms. The study also analyses how these systems influence employee motivation, job satisfaction, and engagement across different experience levels. The uniformity in perception among respondents suggests a standardized approach to implementation, yet variations in satisfaction levels point to potential gaps in personalization and communication. This research contributes to understanding how integrated performance and development frameworks operate in practice within the retail industry and offers a foundation for further exploration of HR effectiveness in dynamic organizational settings.

I. INTRODUCTION

In the modern workplace, performance management and career development play a crucial role in shaping not just individual growth but also the overall success of an organization. As industries evolve and employee expectations shift, organizations are expected to implement systems that support continuous learning, provide fair and transparent evaluations, and align individual efforts with broader business goals. When these systems are well-structured and consistently applied, they can drive productivity, increase employee satisfaction, and foster long-term commitment within the workforce.

This study aims to explore how performance is assessed and how career development is facilitated in a corporate setting. It focuses on the tools and methods used to evaluate employee performance, such as 360-degree feedback, key performance indicator (KPI) tracking, and the measurement of sales targets. These mechanisms help organizations monitor employee contributions, identify strengths and areas for improvement, and create a culture of accountability and growth. In parallel, the research also examines career development efforts, particularly the role of structured training programs like new hire induction and on-the-job training, which are designed to enhance employee competencies and prepare them for future responsibilities.

The study draws Insights from various departments, including HR & Admin, Finance, Marketing, and Sales, to gain a well-rounded understanding of how these systems are perceived and experienced across different functions. Through employee surveys and feedback, the research captures opinions on the fairness, effectiveness, and consistency of current practices. It also explores whether employees feel that their career goals are supported and whether opportunities for growth are communicated clearly and equitably.

By analysing the effectiveness of current practices and identifying potential gaps, this study provides a foundation for improving HR systems that are not only performance-focused but also people-centred—ensuring that employees feel valued, empowered, and motivated to grow within the organization.

OBJECTIVES:

- To Identify performance management system and career development of employees at Fangs Technology.
- To Evaluate the process of performance management system.
- To understand the factors influencing performance management system and career development process.
- To Analyse the career growth opportunities available for employees within Fangs

SIGNIFICANCE OF THE STUDY:

This study is important because it helps understand how performance management and career development affect employee motivation and success within an organization. By examining the systems used to assess performance, like feedback and KPIs, and how career development programs, such as training and learning opportunities, are implemented, the research provides insights into what works well and where improvements are needed.

The findings are valuable for organizations looking to improve their HR practices. By understanding how employees feel about performance evaluations and career growth opportunities, companies can create better systems that help employees feel supported and valued. This can lead to increased job satisfaction, improved performance, and higher retention rates. Ultimately, the study provides practical recommendations to enhance talent management strategies, helping organizations build stronger, more motivated teams that contribute to long-term success.

II. REVIEW LITERATURE

- ❖ Prof.GraceHemalatha, Ms.Soujanya BA, Ms.Soundarya.R(2022) ,The project is mainly concentrated on employee performance management system at Powerica Limited, Bangalore. The study of performance management system is one of the significant aspects for the company that is how effectively employees are engaged and contributes organizational success. PMS plays prominent role in Human Resource Management System. Effective performance management includes continuous feedback, reward & recognitions, performance analytics, goals management and performance reviews.
- ❖ RekhaShrivastavaRekha and MathurMathur and BarodiyaParmanand (2019), study explores PMS is an important tool in measuring and managing the performance of individuals as well as the teams. An organization which is aiming at improving its performance cannot ignore the performance of individuals and the teams. A PMS should be designed keeping in mind all the hurdles that may come in its way during the implementation.
- ❖ Brown CTravor and O’Kane Paule and MazumdarBishakha and McCracken Martin (2019), Their scoping review reveals that research in the field of PM is disproportionately distributed among elements of the process with PA elements such as format and psychometric properties more frequently explored and issues concerning feedback and goal alignment appearing less frequently.
- ❖ Sullivan W.David and YimJunhyok (2019), Journal examines the relationship between aspects of PM and each evaluative criterion considered separately,very little work has examined the longer “value chains” of PM. This represents an important opportunity for future work. This model and review (including the propositions we develop) can be very helpful for advancing both research and practice in PM.

III. RESEARCH METHODOLOGY**Research Design:**

The study adopts a descriptive research design to analyse the impact of performance management system and career development.

Sampling Method:

Stratified Random Sampling employees based on accessibility and willingness to participate.

Sampling size:

Sample Size of 300 employees across various branches.

Data Collection Method:

Primary data collected via structured questionnaires on performance management experiences and career development.

Data Analysis Tools:

PMS & CD		3-12 MONTHS	1-3 YEARS	4-5 YEARS	MORETHAN 6YEARS	F VALUE	P VALUE
PERFORMANCE REVIEWS	MEAN	1.25	1.56	1.26	1.22	3.177	0.024
	SD	0.799	1.125	0.634	0.567		
PERFORMANCE EVALUATION	MEAN	3.59	3.56	3.86	3.71	1.169	0.322
	SD	0.946	1.010	0.896	0.997		
OVERALL PERFORMANCE REVIEWS	MEAN	4.24	3.89	4.23	4.07	1.908	0.128
	SD	0.786	0.994	0.731	0.948		
CAREER GROWTH OPPORTUNITIES	MEAN	4.07	3.68	4.06	3.99	2.054	0.106
	SD	1.033	1.069	0.889	1.004		
INTERNAL HIRING SYSTEM	MEAN	4.14	3.80	4.28	4.07	2.664	0.048
	SD	0.875	1.084	0.745	1.059		
EQUAL CAREER OPPORTUNITIES	MEAN	4.07	3.68	4.07	3.84	2.285	0.078
	SD	0.842	0.963	0.896	1.027		
CONSTRUCTIVE FEEDBACK IN PMS	MEAN	4.24	4.20	4.13	4.34	0.881	0.451
	SD	0.830	0.881	0.938	0.945		
TRAINING PROGRAMS	MEAN	4.62	4.42	4.55	4.63	1.223	0.302
	SD	0.677	0.824	0.697	0.738		
LEADERSHIP ROLES & OPPORTUNITIES	MEAN	4.41	4.24	4.23	4.46	1.252	0.291
	SD	0.825	0.962	1.087	0.885		
IMPACT OF CAREER PROGRESSION	MEAN	3.90	3.62	3.57	4.04	2.185	0.090
	SD	1.345	1.465	1.519	1.411		

Data analysed using SPSS software with ANNOVA and Correlation Analysis to examine relationship between performance management factors and career development outcomes.

Variables:

- ❖ Independent variables: Experience
- ❖ Dependent variables: performance management and career development.

LIMITATIONS:

- ❖ The sample consists of 300 responses from various branches of Fangs Technology Pvt. Ltd., which may not fully capture the views of the entire workforce.
- ❖ Data collected through self-administered questionnaires may be subject to personal bias or misinterpretation.
- ❖ The study focuses only on selected departments, excluding insights from other key areas of the organization.
- ❖ Time constraints limited the scope for deeper analysis and detailed qualitative feedback.

ANOVA:

Ho: There Is No Significant Difference Among the Experience of The Respondent with Respect to Performance Management and Career Development.

H1: There Is Significant Difference Among the Experience of The Respondent with Respect To Performance Management A D Career Development.

INTERPRETATION:

- ❖ Significant difference observed only in ****Career Growth Opportunities**** ($p < 0.05$) across experience groups.
- ❖ No significant difference in the following areas ($p > 0.05$):
 - Performance Reviews
 - Performance Evaluation
 - Overall Performance Reviews
 - Internal Hiring System
 - Equal Career Opportunities
 - Constructive Feedback in PMS
 - Training Programs
 - Leadership Roles & Opportunities
 - Impact of Career Progression
- ❖ Indicates a uniform perception of performance management and career development practices across different experience levels.
- ❖ Reflects consistency and fairness in the organization's HR processes.

CORRELATION:

Pearson Correlation Test

Correlations

		PMS_SCORE	CD_SCORE
PMS_SCORE	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	300	300
CD_SCORE	Pearson Correlation	.691**	1
	Sig. (2-tailed)	.000	
	N	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01, indicating a statistically significant result at the 1% level. Therefore, the null hypothesis is rejected, and a significant positive correlation exists between the Performance Management System (PMS_SCORE) and Career Development (CD_SCORE).

The Pearson correlation coefficient of 0.691 suggests a strong positive relationship—implying that as the effectiveness of performance management increases, career development outcomes also improve. This highlights that strong performance management practices are closely linked to better career development opportunities for employees.

Findings:

- ❖ 45% of employees have 6+ years of experience.
- ❖ 81% receive monthly performance feedback.
- ❖ 49% are well-versed in the performance management system.
- ❖ Majority find evaluations fair and feedback regular.
- ❖ Training and development are positively viewed.
- ❖ Significant differences found in perceptions of performance reviews ($p = 0.024$) and internal hiring ($p = 0.048$) across experience groups.
- ❖ No significant difference in views on evaluation, growth, or training programs.
- ❖ Strong positive correlation between PMS and career development ($r = 0.61$, $p < 0.001$).

Suggestions:

- ❖ Standardize performance reviews and internal hiring.
- ❖ Train managers for fair and objective evaluations.



- ❖ Improve communication on career growth and internal mobility.
- ❖ Introduce structured mentoring and coaching programs.
- ❖ Align employee goals with company objectives.
- ❖ Ensure equal access to development opportunities.
- ❖ Collect regular feedback to refine PMS and career strategies.

IV. CONCLUSION

The organization maintains a structured and generally well-received performance management and career development system. However, consistency in evaluations and transparency in internal hiring need attention. Strengthening communication, fairness, and alignment will enhance employee growth and support long-term success.

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