

ROLE OF EFFECTIVE STRATEGIES & ADVANCE TECHNIQUES TO ENHANCE ORGANIZATIONAL PERFORMANCES IN INDIA: AN ANALYSIS

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Abstract

Organizations across the world are driving to improve organizational performance paying little heed to the size of the organization or the industry. Managers inside the organization measure performance, maybe by looking at it against a benchmark. They examine and evaluate their discoveries and structure their controls in like manner to advance the organization's performance. Dealing with a business is not quite the same as overseeing different sorts of organizations, as the business manager has a key obligation regarding the monetary performance of the business. The management of an organization is responsible to the proprietors of the business for the performance and the accomplishments of the organization. The purpose of the present research is to explain the Organizational effectiveness is a business strategy designed to improve the efficiency of the company without reducing the quality of the products or services. By working with professionals in different fields or at different educational levels, a leader obtains new ideas to help reduce costs, improve the product and provide quality customer service.

1. OVERVIEW

According to Maslow's hierarchy of motivational factors, people will be driven to work if their targets of achievements are associated with a desired outcome. Rewards systems should be amended so that the rewards to managers and other employees are based on performance targets that are consistent with the requirements of the change. Employees should be rewarded for performance based on the desired behavior and results[1].

Organizational performance comes with job satisfaction. Levels of job satisfaction can be affected by many factors including rewards, recognition, quality of supervision, social relationships with workgroups and extent to which the individual is successful in the performance of their duties.

According to Herzberg's two-factor theory, there are hygiene factors that need to be in place to prevent employees being dissatisfied. The factors being, sufficient remuneration, fair and consistent company policies, fair and consistent supervisory practice and appropriate working conditions[2].

Also, according to Vroom, one of the best management theorists of his time, instrumentality (rewards system) affects motivation for the increase in organizational performance. Managers must keep their promises that they have given of rewards for performance and try to make sure

that the employees believe that the management will keep its promises. However, performance targets do not usually have to be financial targets. They can be in other forms such as recognition, promotion etc[3].

i. Feedback mechanism and Participative style of management

Employees need feedback about their performance. Employees need to be communicated about their actual performance and their expected performance. In this way, they will know their own performance level within the organization. Bonus must be kept for employees who work overtime and provide efficient results. For achievers, pay is a form of feedback about their performance. High pay and bonuses are a measurement of their success in achieving goals. Management must adopt a democratic style of management in which they involve the employees in decisions and brainstorming sessions. It is giving employees the belief that they are participating in all business decisions, which will associate all the employees as one unit. This will help in coordination among employees and taking responsibility, many brilliant management theorists, have argued in favor of a participative style of management and getting employees involved in problem-solving and decision-making. They believed that this style of management gets more out of employees, which eventually improves the performance of the organization. They also argued that the best leaders are individuals who harbor a need for achievement. Therefore, management should try to identify and develop high achievers among the organization[4].

ii. Engaging your people

Employees can be engaged with their work if they are passionate for their work, deliver their best performance and strengthen their commitment. This can enhance organizational performance by a multiplier effect. This can be done by building a strong understanding of your business strategy throughout the employees, building trust and by making certain that all employees are using their desired set of preferred skills. The management should also ensure that all departments are improving its procedures and controls and targeting its activities on better achieving the company's competitive differentiation through what the employees do and how they are doing it.

iii. Quality of work

Organization performance can also be described by evaluating the reliability of service and by understanding the quality of customers of the organization. Value can come from providing a reliable service, so that the customers know that they will receive the service on time, at the promised time, to a good standard of performance. As organizational change is inevitable, critical success factors and key performance indicators should be revised, so that they are consistent with the requirements of the change.

i. Better internal controls and eliminating internal roadblocks

Individuals must have better understanding of their metrics. The management must design policies and internal controls that enhance the efficiency of work and eliminate all such

procedures that are the roadblocks to success including unhygienic factors (as per Herzberg's theory).

ii. Using Training and Development

Management must provide appropriate training and development to the employees to increase the efficiency of the employees individually. Management must devise appropriate trainings for every department. Management must develop an effective workforce plan, training, and development strategy and develop career paths for success of every department.

iii. Effective business strategy

Entrepreneurs with business acumen describe that the performance of an organization can be made more effective and efficient by customer intimacy, operational efficiency, and leading edge. Customer needs must be met by customization and by providing outstanding customer instances. The organization must strive to provide a universal set of products and diversify the business by providing improved products and services.

iv. Communicate your expectations and lead by setting a positive example

The management must communicate their expectations and set a positive example themselves. A successful company culture is one that rewards initiative and performance. This can be done by setting the right examples. The management must communicate their expectations and provide appropriate training as a way to demonstrate that management is committed to helping employees achieve their highest potential by providing them access to opportunities to advance their careers[5].

Some successful steps for implement the New Technology

No matter what size, companies are constantly looking to increase productivity, efficiency, and performance. Naturally, the implementation of new technology can accomplish that. However, while introducing new technologies is essential in running a successful company, how we choose to introduce those technologies can make or break their success. With careful preparation, strategic implementation, and honest evaluation, new technology can be seamlessly integrated and painlessly adopted by employees. Here are a few tips for getting the most out of your next technology rollout:

- i. **Work from the ground up** - when evaluating new technology, start from the most basic level. What's not working, what can be expected to change with newly implemented technology, and how its success will be measured? Then rank your priorities functionality and cost are important, but don't undervalue user compatibility. Opt for systems that are accessible and intuitive to use.
- ii. **Avoid the impulse to rush** - it's important not to let the pressure and need to boost productivity allow to handle implementation poorly. It may be tempting to introduce pilot programs as a means of cycling through technologies to find the right one, but taking commitment away from new technology integration can cause your entire process to fail.

If organization does not have a full program in place it will be difficult for employees to commit as well.

- iii. **Be transparent** - transparency can reduce friction that may potentially arise with the introduction of new technology. According to a survey conducted by the American Psychological Association, only fifty percent of employees believe that their employer is open and upfront with them. Employees who are kept in the loop and understand their role in the process will be more likely to help you achieve a seamless transition.
- iv. **Build value** - communicate openly with employees, speak to the organizational benefits of the new process, and explain what motivated the change. Address what could be at stake if the implementation fails, giving ownership to everyone collectively. Highlight the direct value of new technology for employees and trust them to become invested in its success. Value their opinions by taking the time to collect and address feedback.

2. THE ROLE OF EFFECTIVE COMMUNICATION ON ORGANIZATIONAL PERFORMANCE

Communication is methods for achieving change. It is the mainstream of any organization development. There is need structure interaction and understanding of management-worker relations; this will achieve the expanded performance of all gatherings engaged with the communication processor chain. As per Banihashemi (2011)[6], communication as a medium, a way to performance closes, or as constitutive, as the end in itself. Communication is a process of transmitting information starting with one individual then onto the next. As per Stephen (2011)[7], communication is a basic factor in coordinating and assembling the workforce towards the achievement of the organizational objectives or goals. By making understanding, it upgrades co-activity and advances effective performance.

3. ANALYSIS OF EFFECTIVE STRATEGIES & ADVANCE TECHNIQUES TO ENHANCE ORGANIZATIONAL PERFORMANCE

In this chapter the consequences of the study were analysed and interpreted. Data is introduced in Figures and the analysis attempts to establish demographic profiles through which we would come to the effectiveness of the strategies for organizational performance[7].

Above figure 1 descriptive the organization across the world are heading to improve the organizational performance paying little respect to the measure of the organization, 36% respondents are agree, 32% respondents are strongly agree, 17% respondents are disagree, and 32% Respondents are Strongly disagree.

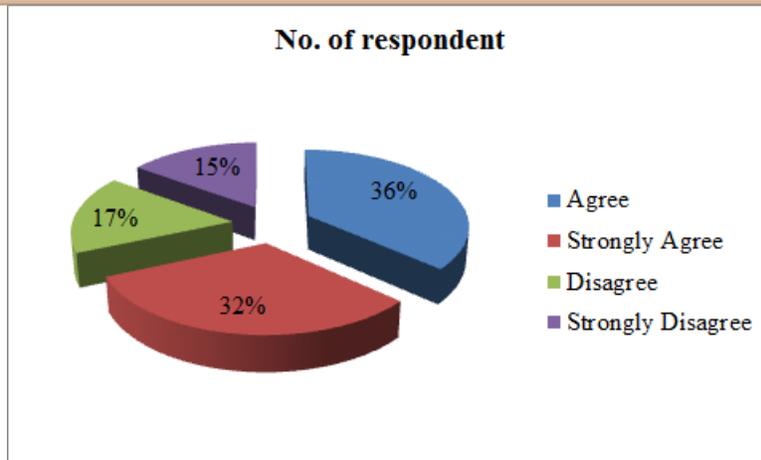


Figure 1: Organizations across the world are heading to improve organizational performance paying little respect to the measure of the organization

Above figure 2 descriptive to Applying suitable performance assessment and reward systems, and upgrading the quality of work and imparting good input mechanisms, 40% respondents are agree, 36% respondents are strongly agree, 13% respondents are disagree, and 11% Respondents are Strongly disagree.

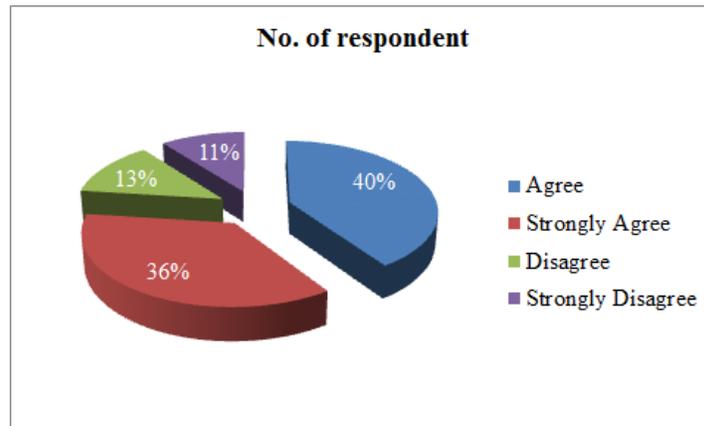


Figure 2: Applying suitable performance assessment and reward systems, and upgrading the quality of work and imparting good input mechanisms

Above figure 3 descriptive the Strategic planning improves upon organizational performance by streamlining operations, optimizing time management, and appropriately leveraging resources, 38% respondents are agree, 34% respondents are strongly agree, 16% respondents are disagree, and 12% Respondents are Strongly disagree.

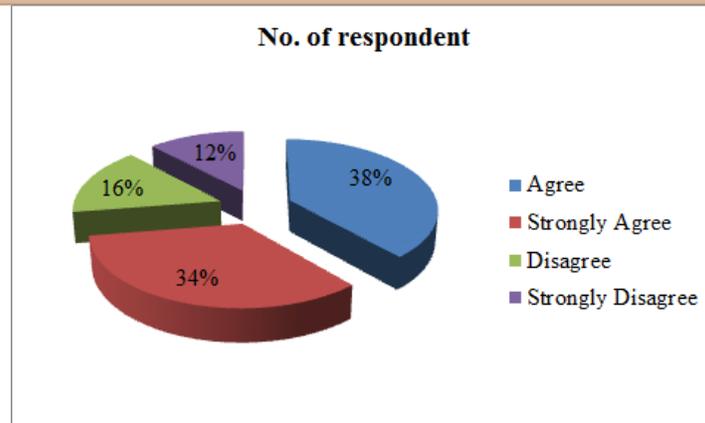


Figure 3: strategic planning improves upon organizational performance by streamlining operations, optimizing time management, and appropriately leveraging resources

Above figure 4 descriptive the Performance evaluation and career progression can be a key motivating element for the employees to work adequately and effectively, 36% respondents are agree, 31% respondents are strongly agree, 18% respondents are disagree, 15% Respondents are Strongly disagree.

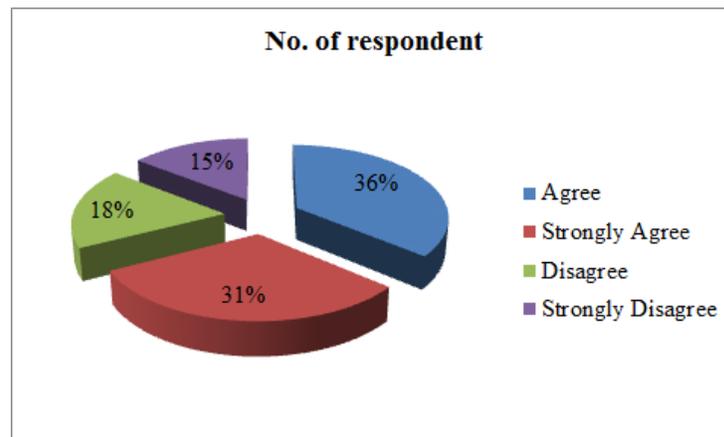


Figure 4: Performance evaluation and career progression can be a key motivating element for the employees to work adequately and effectively

Above figure 5 descriptive Feedback mechanism is effective and Participative style of management, 37% respondents are agree, 33% respondents are strongly agree, 17% respondents are disagree, 13% Respondents are Strongly disagree.

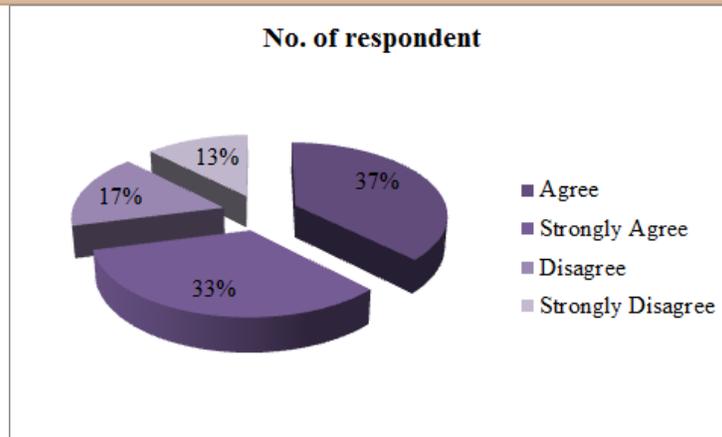


Figure 5: Feedback Mechanism Is Effective and Participative Style of Management

Above figure 6 descriptive Management must develop an effective workforce plan, training, and development strategy and develop career paths for success of every department, 39% respondents are agree, 35% respondents are strongly agree, 15% respondents are disagree, 11% Respondents are Strongly disagree.

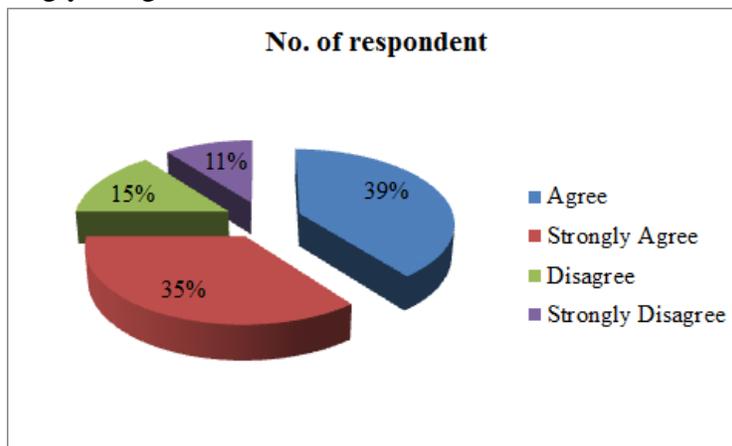


Figure 6: Management Must Develop an Effective Workforce Plan, Training, and Development Strategy and Develop Career Paths for Success of Every Department

Above figure 7 descriptive the Effective communication brings successful organizational change, 36% respondents are agree, 30% respondents are strongly agree, 19% respondents are disagree, 15% Respondents are Strongly disagree.

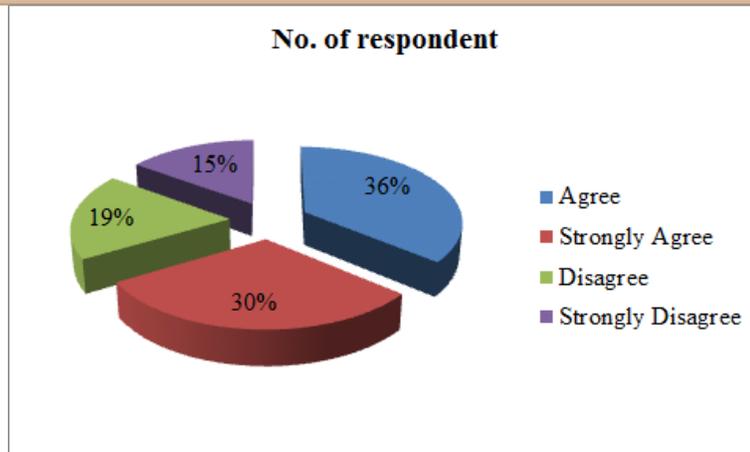


Figure 7: Effective communication brings successful organizational change

Above figure 8 descriptive The effective strategies & advance techniques to enhance organizational performance, 39% respondents are agree, 32% respondents are strongly agree, 16% respondents are disagree, 13% Respondents are Strongly disagree.

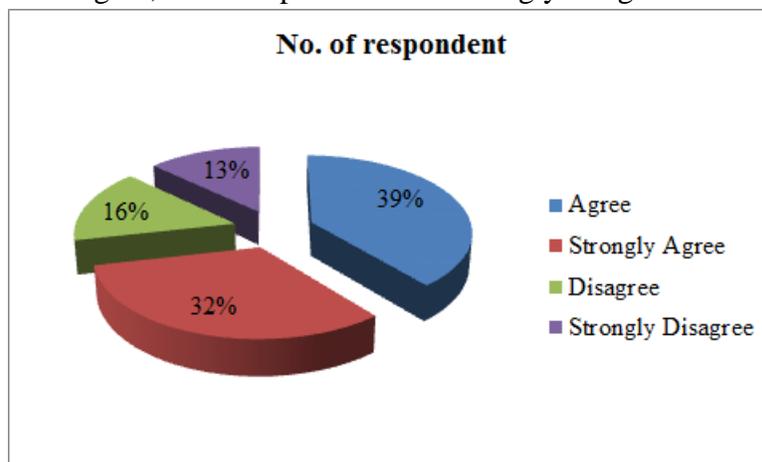


Figure 8: The effective strategies & advance techniques to enhance organizational performance

Above figure 9 descriptive The motivation techniques for the organization performance, 42% respondents are agree, 38% respondents are strongly agree, 11% respondents are disagree, 9% Respondents are Strongly disagree.

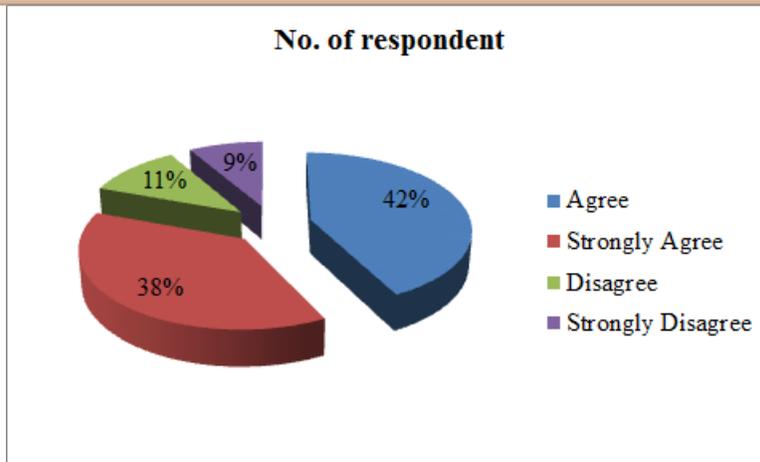


Figure 9: The Motivation Techniques for the Organization Performance

4. CONCLUSION

Organizational performance is a central concept of public management research and practice. However, it has been widely debated. At the heart of this debate is the idea that an extreme focus on efficiency and effectiveness is counterproductive to more democratic outcomes. However, recent conceptualizations of OP in public organizations have indicated that it is not any one thing. There are different performance dimensions (including democratic outcomes), different stakeholders assessing performance, and different sources and types of data to measure performance. More multidimensionality in OP research, we assess whether SP's impact on OP differs when OP is measured as efficiency, effectiveness, responsiveness, outcomes, or financial performance of an organization.

The framework for strategic identification groups provides more theoretical insights and attention as they can be applied to other typological research. The empirical research evidence on the strategy-performance relationship, methodology, and findings will help the future researcher to investigate more on the subject. Several opportunities for future research have been identified. First, as most of the research is in developed countries, the country and environmental context of this study will offer many insights for replicating the research in similar settings. Second, the performance comparison of the strategic groups based on their strategic orientation can further be explored and investigated. Third, future studies could utilize different measures, both subjective and objective, for the operationalization of strategy and performance. We hope that this research will serve to stimulate the interest of scholars in this regard.

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