

Personalization- Does It Affect the Performance of the Employees

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ABSTRACT

Employee qualities are a constant factor in how well an employee performs, but they are not the only factor. We are aware that there are many organizational aspects that affect an individual's overall success. The actions of superiors are one of those elements. The boss's actions within the organization have an impact on leadership. When there is a positive work atmosphere, employees work and perform well. It is crucial to concentrate on the personnel who work there in order to improve the corporation's general health. The best resource for growth is human capital. Situations are evolving, and several studies are being conducted to generate fresh insights into how to improve human performance. The fundamental procedure used in the business is performance appraisal, during which performance gaps are evaluated. The challenge is to use better tools to close the gaps rather than just assessing them. This study will concentrate on how the new idea of personalization impacts employee performance in a more positive way. It will also examine the difficulties of putting this idea into practice.

INTRODUCTION & BACKGROUND

Personalization is the concept which deals with the consideration of individual on personal level. This is somewhere related to customization but against the standardization. According to Katie Sweet it is about tailoring experience based upon the information about individual. This also tells that individual is important when personalization is implemented. the system possess in the appraisal of their employees. There are various studies done on personalization. As this concept is a new one and people at top level in the organization are taking it a positive step. The Six Human Needs by Anthony Robbins (Source: <https://hrtrendinstitute.com/2019/04/29/personalization-in-hr/>) says that there are some needs which are common in individual e.g. Certainty, Variety, Significance, Love and connection, Growth and Contribution. These can be the factors used in personalization.

Aparna Sharma (Source: <https://www.linkedin.com/pulse/hr-trends-2019-focus-personalization-aparna-sharma>) says that earlier HR was having the focus on “One-Size-Fits-All”. Making the shift to an approach where the individual needs, wishes and capabilities of candidates and employees are the starting point is difficult

Julien Boudet, Brian Gregg, Kathryn Rathje, Eli Stein, and Kai Vollhardt (Source: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it>) says that personalization gives increase in the marketing and revenue of the organization.

According to MarkusZanker, Laurens Rook and Dietmar Jannach in the International Journal of Human- Computer Studies, Vol 131, November 2019, Pages 160-168 personalization process consists of learning, matching, and evaluation stage.

IDEA BEHIND STUDY

- To understand the effectiveness of personalization in any organization.
- To establish the relation between personalization and performance of employee.
- To analyze the challenges faced by organization during personalization.
- To give suggestions for improvement while implementing personalization.

The study is qualitative in nature based on secondary data. The empirical research method is used to analyze the effectiveness of e-performance appraisal in an organization and the challenges faced by an organization during e-performance appraisal of an employee.

FINDINGS

- There can be the relation between every different individual and their compensation package. Compensation is determined with the performance of employees. It is not always the group activity but also the output given by each one is counted for the whole performance. We can see even in some of the activities of group, if some individual performs good he or she is rewarded for that.
- There can be motivation factors and that factors will be analysed by each individual and in favour of each employee. Some employees are interested in balancing family more and others may focus on the performance in the organization. It is the duty of the organization to make a balance between employees ‘personal and professional lives but at the same time it is also necessary for the organization to analyse the motivation factors according to the choices of the individual employees so that more output can be gathered from them.
- There can be different learning and development tools required for different individual.

We can see there is process of individual training plan but most of the organizations are planning training

job based. This job based development plans creates different gaps for every individual.

- There are situations when it is difficult for the organization to assess the individual performance due to time constraint. Group performance is analysed and no individual for their best effort is rewarded due to one and another reason. This may also lead to lessen the satisfaction level to the individual who efforts extra in the group.

SUGGESTIONS & CONCLUSION

Focus should be on employee individual performance. If the focus will be on the individual performance, then there may be the chance that each individual will do well in their work while working in the group and group performance can also be increased.

Performance review should be done by considering individuality. Group performance of the employees is necessary as having skill to handling the work in group is also one of the parameters of measuring the performance of individual. When group performance is measured, everyone should also be measured separately so that employees can feel motivated and pressured to perform good while working in group also.

There must be the focus on the needs of individual. As we have seen earlier every employees have their different motivational factor and different needs as well. If the organization would take the need of the employees on priority on individual basis then performance of the employees may be enhanced.

Focus on the personal issues of every individual is also needed. Family is the important part of most of the people. People earn for family. Hence personal issues of the employees must be focused.

There is always a standard policy in the organization which is working on each employee without any

difference. We cannot deny the fact that these policies are very important but assessment of the gaps created by implementation of standard policy should also be considered to check the impact on each employee. Focus on personal care of the employees is also paramount. Caring anyone leads to attract the betterment from each side. Organization is playing the role of guardian as they pay the money to employees. No doubt that money is for work performed by them but if we focus just on money then we can say organization pays money to employees and with that money employees run their family. Organization which does not only pay money but also cares the employees gets better performance of the employees. Motivation is the factor which is very much necessary when we talk about employee. Every individual is motivated with the different way and there should be the focus on assessing the individual's motivation.

- Focus on analysing the traits of every individual.
- Focus on reducing biasness so that every individual can feel special.
- Focus on Performance management, compensation, career planning, succession planning and training & development on individual level.
- Personalized health and wellness programme.

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