

**ANALYSIS OF MOTIVATIONAL STRATEGIES TO INCREASE EMPLOYEE
PERFORMANCE AT HPCL, BIHAR**

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ABSTRACT

During the process of decoding, a link between the styles of motivation strategic and qualities of motivation strategic that promote employee motivation and the socio demographic aspects of the HPCL workforce was investigated. A concise written notice outlining the objectives of the research was provided to the participants in the investigation prior to the administration of the questionnaire. The effect of the motivation strategic qualities of the administrators on the motivation and HPCL job performance of the employees, and the effect of the motivation strategic qualities of the administrators on the motivation and HPCL job performance of the administrators. These characteristics are used to mould and distribute administrators in the appropriate capacities. In more recent times, administrator and motivation strategic factors have been topics for investigation because of the significant differences between them. The purpose of this research was to investigate the impact that various motivation strategic styles and administrative styles have on HPCL workers' levels of motivation and HPCL job performance, with a particular emphasis placed on public administration as the field of study. After that, each individual question that analyses the impact of the administrators' motivation strategic characteristics on the HPCL workers' levels of motivation and performance on the HPCL job was studied independently, and frequency tables were created.

Keywords: motivational, strategies, performance, HPCL job, HPCL workers, qualities, administrators

INTRODUCTION

The continued external and internal alignment of corporate incentive systems with the strategies may eventually contribute to the performance of the company. In and of itself, HR practises have the potential to be an unrivalled source of competitive tactics. Pioneers in compensation management methods stressed the significance of strategy-aligned incentive systems as well. This meant abandoning the traditional base of compensation design, such as HPCL job analysis and HPCL job descriptions, amongst other things. Higher levels of individual and organisational level performance are possible when using incentive systems that are aligned with the plan. However, these hypotheses are still in the theoretical realm, and there has been little empirical study of them.

The majority of research studies provide evidence in favour of the long-term advantages that may be derived from strategic planning for the efficient operation of an organisation or business unit. Research on organisational performance often makes use of a wide array of success metrics, including monetary and non-monetary indicators. In their research, the researchers often use financial metrics including profit, turnover, return on investment, return on capital used, and inventory turnover. Innovativeness and market status are examples of metrics that are not pecuniary in nature. When performance is assessed at a number of levels (for example, nationally, by industry, by firm, and by product), it is difficult to compare the outcomes of these measurements. Business performance may be seen as the aggregate economic outcomes produced by an organisation as a direct consequence of the activities it engages in.

Effectiveness, efficiency, and adaptability were shown to be the major determinants of a company's success, and they may be grouped together as a single entity. On the other hand, there is little consensus about the optimal measurement. Therefore, any assessment of corporate performance using simply these three dimensions includes significant trade-offs; achieving success in one measure often necessitates forgoing success in another dimension. The bottom line and other financial indicators, such as sales, profitability, cash flow, return on equity, and growth are often included in the category of measures of the success of a company. When evaluating the performance of a company, it is important to take into account how the company does in comparison to other companies operating in the same industry. In recognition of Linda's long-standing commitment to the success of the firm,

management recently elevated her to a position of motivation strategic. She is now responsible for fostering and assisting her supervisors in developing their interpersonal skills in order to help them advance in their respective teams. This example demonstrates that it is beneficial for all parties concerned to mentor and train a technically knowledgeable employee who also has interpersonal skills. The amount of HPCL work that her team gets done each day has grown by more than thirty percent. In addition to this, Linda's team began seeing a lot of "positive" turnover, which means that more than half of the people on her staff were promoted into new HPCL jobs. Everyone benefited from playing to Linda's strengths, which included her strong HPCL work ethic and her extensive knowledge of her professional duties, as well as teaching and guiding her in regards to interpersonal concerns. The people that HPCL work with Linda have proved to be an outstanding team, and Linda herself has developed her skills as a businessperson. The firm decided to take David on as a medical billing coder, so he was recruited.



Figure 1 Performance Management Models

The figure 1 represent that the employee performed well during his training and quickly demonstrated a high level of competence in his new role. After a few months on the HPCL job, the quality of his HPCL work started to decline. David's attitude had become defensive and belligerent, and he was not open to taking constructive comments, as David's supervisor saw and noted. David was not receptive to receiving constructive input. This continued on for a few months, and eventually he received verbal and written warnings to improve his performance at HPCL work so that it would conform to the expectations of the firm. The manager in charge of David's case saw that there was more going on in David's life than the destructive conduct that he was exhibiting. She greeted David with an invitation inside her office and inquired about the situation in general. David revealed to her that he was going through a difficult time in his family and that he had just ended a relationship that was causing him stress. David also told her that he was going through a personal loss. His attitude on life as well as his performance at HPCL work suffered as a result of this circumstance. David was informed by his supervisor that she and the other individuals in the office were not there to criticise his HPCL work but rather to provide support and encouragement. David's supervisor emphasised to him that she was not his adversary and that she was there to assist in any way she could. After that, she gave David the advice to accept responsibility for his attitude and change the current situation. David came to the conclusion that his HPCL job was "the one steady thing in his life," and he made the decision to be more upbeat and optimistic when he was at HPCL work. David's supervisor assured him that she would assist him in every way she could so that he could achieve his goals at HPCL work and become successful.

In the next several weeks, they had a number of coaching sessions in order to assist David in turning things around. David's attitude and conduct began to shift within a few of weeks after these changes were initiated. His HPCL job grew more well-rounded, and he showed a hundred percent improvement in his competence. His HPCL working connections with both his other employees and his supervisor saw significant improvement. David was in a position to take a HPCL job that entailed specialist

coding for HPCL worker's compensation services in all of the states that the firm handled as a result of this advancement. This is quite extensive HPCL job since the codes in each state are very different from one another. David was the only person in his HPCL workplace to get a score of one hundred percent in a number of different areas on his yearly evaluation. Both David's salary and his level of self-confidence went up as a direct result of this development. David maintains his status as an important contributor to the club.

According to Parker and Helms, firms often choose mixed and reactive strategies as well as focused generic strategies in order to achieve performance excellence. In addition, generic focused strategies are also utilised. Numerous research projects that have been carried out have produced documentation that demonstrates how high-performance levels may be obtained by firms while simultaneously focusing on differentiation tactics and cheap costs. Combination strategies, often known as the combined employment of differentiation methods and low-cost strategies, have the potential to deliver larger returns on investment. Could provide evidence of the viability of combining generic strategy in the banking, retailing, and distribution industries, as well as creative firms. In addition, the need of combining strategies for cost motivation strategic and product differentiation was underlined as a means of achieving a sustainable advantage in the market over the long run. On the topic of the links between strategy and performance, there is sufficient literature and study.

LITERATURE REVIEW

Cheng-Yi Luo (2022): The theory of planned behaviour and the idea of the conservation of resources served as the foundation for this research project, which explored the connections between psychological capital, adaptive performance, and change preparedness in China's hotel business. Recent research has shown that an employee's attitude toward changes brought on by unknown circumstances may be utilised to predict and explain that employee's adaptive performance. Based on the findings of this research, it is possible that change readiness might act as a mediator in the connection between psychological capital and adaptive performance. The findings of a study in which data were gathered from 304 hotel HPCL workers in China demonstrated that 1) psychological capital may help improve adaptive performance, and 2) change readiness fully mediates the link between psychological capital and adaptive performance. These findings contribute to the development of a theoretical frame work for psychological capital to encourage adaptive performance in the hotel industry and provide a new perspective on human resource management. This research was conducted to find out how psychological capital can encourage adaptive performance.

In the year 2021, Stacey L. Parker: It is common practise to see the energy of humans as a finite resource that may be exhausted by the exertion required to complete one's task and must then be refuelled either while one is working or immediately after their shift. The self-determination hypothesis, on the other hand, contends that people differ in the degree to which they find their job to be tiring. According to this view, autonomous motivation makes one's work seem easy, while controlled motivation makes one's work appear to be difficult. Considering that workers might have a variety of reasons for wanting to execute their jobs, we investigated the ways in which motivation profiles are connected with energy levels both directly and indirectly through techniques for maintaining energy (i.e., energy management strategies and recovery experiences). The results of a latent profile analysis performed on data collected in two waves indicated four distinct profiles, namely unmotivated, unmotivated/external, highly motivated, and autonomous. The employee motivation profiles collected at Time 1 were used to make predictions for the results collected at Time 1 (N = 551) and Time 2 (N = 391). Overall, individuals who lacked autonomy had the greatest energy levels, whereas those who lacked motivation had the lowest (i.e., more vigor, less exhaustion, less need for recovery). When compared to the other characteristics, individuals who were autonomous and highly driven utilised a greater number of work-related energy management methods and shown less detachment.

METHODOLOGY

Knowledge, connections, and feedback are the three essential elements that make up the foundation of an onboarding process. Acquiring an awareness of the fundamental talent management methods used by the organisation, such as performance management, is an essential component of expertise. The HR partner of the leader may both teach and integrate the particulars of the leader's team into the knowledge building. After leaders have gained a grasp of the performance culture and process, they should subsequently meet with members of the team to talk about performance management and how each member of the team interprets and applies the performance management process. This goes beyond the procedure of doing a yearly review and involves both an appraisal of performance as well as a conversation of what defines a better level of performance.

TABLE 1 INDIVIDUAL'S HPCL WORK MOTIVES

Satisfaction Index	HPCL work Motive Analysis	Individual's HPCL work Motives				Total
		Team	HR Partner	Leaders	Contracts	
Highly Satisfied		8	3	3	6	20
Satisfied		7	8	6	7	28
Moderate		8	2	3	5	18
Dissatisfied		7	8	6	5	26
Highly Dissatisfied		2	3	2	1	8
Total						100

It is essential for leaders to have a solid understanding of the performance culture in their organisations and to consciously decide how their motivation strategic style should be mapped onto that culture. Brenda Hampel, who is also one of our co-authors, used to HPCL work as the director of human resources for a large pharmaceutical services company. In that role, she oversaw a team of seven direct reports, some of whom she had chosen for the team while others were members of the team that she had inherited. In this section, she explains what the experience is like. As a part of my strategy for selecting and building my team, I had a conversation with each of the candidates and team members about the performance management process that our company uses, as well as how I understand and apply the performance measurements and integrate our department's goals and objectives. This conversation was part of my plan to select and build my team. This conversation also provided me with the chance to speak about the management style that I use, how I like to be updated on the progress of projects, as well as what and how I would hold each member of the team responsible. After having this conversation, we were all on the same page, and it provided managers with a road map that they may use with their direct reports. We did away with any misunderstandings and/or presumptions that members of the team may have had, which enabled us to concentrate more intently on performance. When this is done, true change in individuals is able to take place. The goals and measurements included in an employee's personal scorecard ought to be relevant, directly connected, and able to be attributed to that employee. The abilities required for the HPCL job are included into personal scorecards, which then translate those competencies into non-financial objectives and suitable standards of conduct. Personal scorecards, in the course of this procedure, may also serve as HPCL job descriptions and performance contracts.

TABLE 2 CHI-SQUARE TEST

Satisfaction Index	Chi-Square Value (X ²)			
	Team	HR Partner	Leaders	Contracts
Highly Satisfied	[1.40]	[0.57]	[2.38]	[0.80]
Satisfied	[3.31]	[0.00]	[2.89]	[0.19]
Moderate	[0.55]	[0.95]	[0.70]	[0.57]
Dissatisfied	[0.51]	[0.08]	[0.00]	[2.61]
Highly Dissatisfied	[0.21]	[0.8]	[0.01]	[0.04]

Therefore, what divides successful businesses from failed ones is not the substance of their strategies, but rather how well those strategies are aligned and implemented. The transformation and enhancement of employee performance and productivity are both made possible via the use of measurement. The procedures that make up performance management systems, often known as PMS, have evolved to become more integrated, continuous, and strategic. The idea of mutual agreement is used by modern organisations as a method for managing performance. This method entails setting performance goals using a participatory approach, based on the business objectives. People will feel more dedicated to delivering the outcomes, which obviously helps in terms of getting those goals. Incorporating both individual and corporate goals into PMS processes is a great way to further strengthen such processes. People that participate in this process become more self-managed and concentrate more independently on their own self-development in order to create the competencies necessary to attain the outcomes. As a result of this process, the conventional command and control structure is rendered unnecessary. Therefore, performance management systems are essentially a strategic and integrated approach to delivering sustained success to organisations. This is accomplished by enhancing the performance of the people HPCL working within the organisation, as well as developing the capabilities of the teams and individual contributors. The management of performance is a strategic endeavour since it focuses on the most fundamental challenges that the company must overcome, such as adapting to an ever-evolving environment. In a corporate climate that is highly competitive and subject to constant change, firms are unable to realise their aims and ambitions if they do not use a strategic strategy. Several different empirical studies have the potential to demonstrate that strategic performance management (SPM) has the potential to be beneficial to businesses.

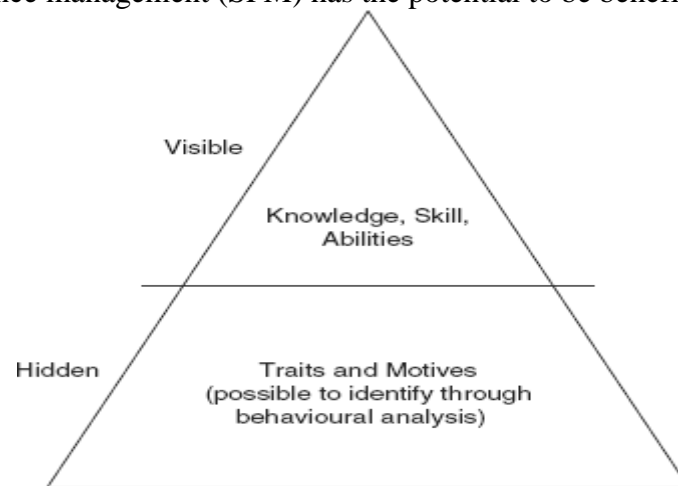


Figure 2 Behavioural Analysis

The figure 2 represent that the SPM may have both positive and negative implications. The benefits include a greater emphasis on achieving results, more strategy clarity, improved quality of people and organisations, and other improvements. However, the disadvantages include a poorly aligned system, an emphasis on control with poor information quality, an excessive amount of attention paid to strategy, and so on. Therefore, it is possible to demonstrate via actual evidence that SPM has a greater number of benefits than it does drawbacks. Therefore, strategic project management is quite useful for businesses. At this pivotal juncture. This is the point when you step things up a level and ensure that they are in line with the overall image.

EXPERIMENT RESULT

If you can't show your employees how to activate their talents, competencies, skill sets, unique personalities, contributions, and creative ideas, then all the templates, tools, tips, and techniques in this paper, or anywhere else in the world for that matter, won't amount to a hill of beans, and you'll need to figure out how to do it in a way that's both balanced and effective. This is a procedure that is consistent with the approach to employee development that focuses on the individual as a whole, which we covered previously. To get things rolling, you might give this tool for evaluating staff performance and wellness a go. Encourage HPCL workers to utilise areas for required improvement as conversation

stimulators and to use areas of strength to mentor and coach others along the road by encouraging employees to use their strengths to mentor and coach others along the way.

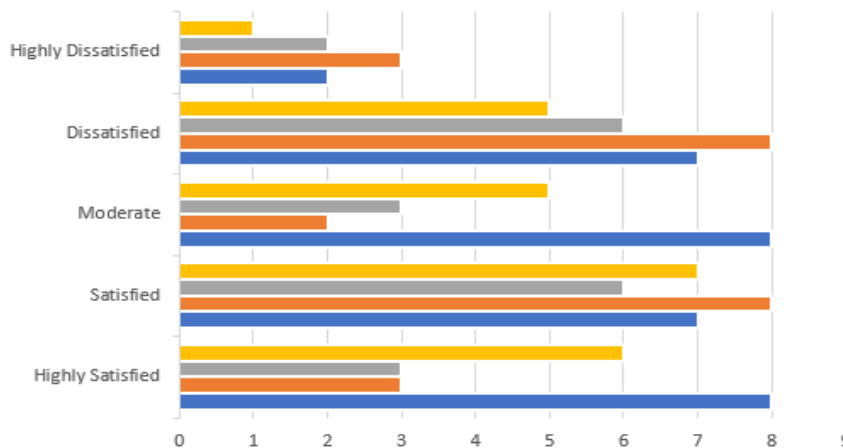


Figure 3 HPCL work Motive Analysis

The figure 3 represent the work Motive Analysis and it is because core competencies and areas of needed improvement are constantly shifting and requiring ongoing calibration, this tool ought to be used at least once every six months at a minimum. Utilizing this performance aid will assist you in achieving a state of balance and equilibrium, which will, in turn, assist you in building your self-confidence one little step at a time, in one particular aspect of your life at a time. It is designed to assist you in determining where you are in terms of maintaining balance in your life. This tool gives you a quick overview of the areas in which you are steadily improving as well as the areas in which you need to focus more attention in order for you to gain more self-confidence and the peace of mind that is necessary for greater personal and professional development as well as happiness. But you can't assume that every HPCL worker will be excited about the potential to win a crown and wear it for the day. Some people won't like that concept at all, and such people will deliberately strive to avoid performing a HPCL work that's too excellent in order to prevent being embarrassed by it. You need to spend enough time getting to know your staff members to ensure a solid fit between the incentives you provide and the preferences of individual employees. You have two choices at your disposal for acknowledging the significant efforts and accomplishments that Joan, an employee who was introduced in previous section and who has been juggling a large amount of HPCL work, has made. You are aware that it is important to show Joan some form of particular gratitude and appreciation for all of the hard HPCL work that she has put in, but you are unsure which of the following would be the most suitable gesture.

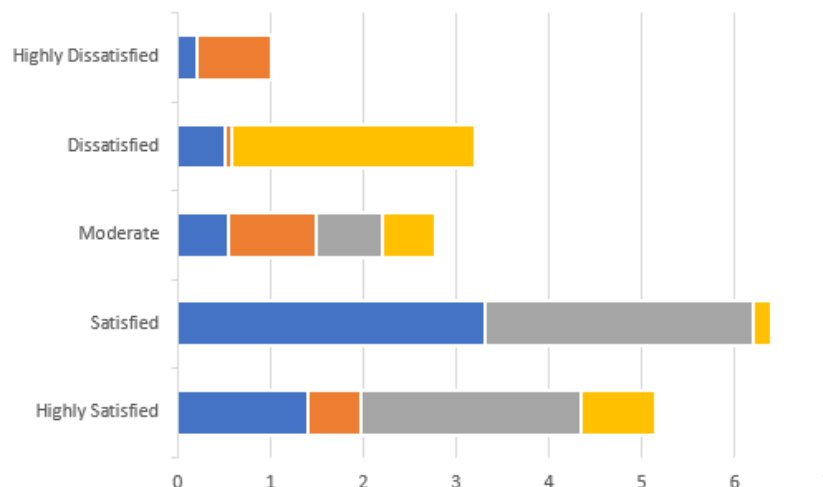


Figure 4 Result Analysis

The figure 4 represent the resultant part and we know about as an individual while you are attempting to determine which of the two possibilities is better for you. You may remember that she gets along well with her co-HPCL workers, that she is kind and generous with them, that she directed the last two

fund-raising campaigns for the United Way at the office, and that she appears to take a great deal of pride in the business that she HPCL works for and the high-quality products and services it offers. She seems to not care much about her appearance, as seen by the worn-out and ageing automobile that she drives. You believe that she would rather spend her money on things like travelling and spending time with her friends. She sometimes throws parties for the division, and she often brings in baked goodies to share with the other employees in the office. The concept of individual incentives is applicable to almost anything that a manager or organisation may do to attempt to improve the performance of their HPCL workforce. Take, for instance, the commonplace procedure for making suggestions. In return for the possibility of winning recognition or a reward, the goal is to encourage HPCL workers to submit excellent ideas that will either save the company money or generate new income. Who exactly is going to be excited about receiving these rewards? Those who like public acclaim and competition, as well as people who are ready to enrich themselves with monetary prizes, since this is how the system motivates people to engage in it. People who desire to enrich themselves with monetary incentives. But we also know that there are many more individuals who are driven by possibilities to be creative or by opportunities to feel good about personal successes, to name two additional significant HPCL work reasons. These are the kinds of opportunities that may be found in many different types of HPCL jobs. However, you won't be able to engage these individuals with a recommendation system that places an emphasis on recognition and reward and that is organised in such a way as to be competitive. The vast majority of them just will not provide any suggestions or thoughts. Their fundamental reasons for HPCL working are not stoked by the system in any way. Because of this, a significant number of individuals who could have the finest ideas and proposals are not considered.

CONCLUSION

In order to do this, managers need to build a high-quality interchange with their subordinates by praising their accomplishments, including them in the decision-making process, giving them constructive criticism, and offering them many opportunities for professional growth. It is expected that when management methods are more people-oriented as opposed to task-oriented, employee motivation strategies will react with a greater rate of performance. The purpose of this research was to investigate the many alternative scenarios that might result in improved HPCL job performance for employee motivation strategies. These scenarios include a mix of HPCL work environment characteristics and motivation strategic behaviours. The outcomes of this research give vital information that can be utilised by practitioners to build management strategies focused on assisting industrial organisations in increasing the HPCL job performance of their employee motivation strategies by fostering collaborative and supportive HPCL working environments. According to the findings, engaging in people-oriented management practises via transformational motivation strategic might be an ideal recipe to lead to employee motivation strategies HPCL job performance in a task-oriented sector like the industrial sector. This was discovered by looking at the results of the study

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