

ABSTRACT

The study explores various performance appraisal techniques used by organizations to evaluate employee performance and align individual contributions with organizational goals. Performance appraisals are critical tools for improving productivity, identifying employee strengths and weaknesses, and fostering professional development. The research examines traditional and modern appraisal methods, including the Graphic Rating Scale, 360-Degree Feedback, Management by Objectives (MBO), and Behaviorally Anchored Rating Scales (BARS). The study also analyzes the effectiveness of these techniques in different organizational contexts, considering factors such as the company's size, industry, and culture. Data was collected through surveys and interviews with HR professionals and managers to understand their preferences, challenges, and the perceived reliability of various appraisal methods. The findings suggest that while traditional methods like the Graphic Rating Scale remain widely used due to their simplicity, more comprehensive techniques like 360-Degree Feedback are gaining traction for their holistic approach to evaluating employee performance. The research also highlights challenges such as bias, subjectivity, and the lack of timely feedback, which can undermine the effectiveness of performance appraisals. The study concludes with recommendations for organizations to adopt a combination of appraisal techniques that suit their specific needs, ensure transparency, and provide constructive feedback to drive employee development and organizational success.