



PROS & CONS OF 360° EVALUATION DURING PERFORMANCE APPRAISAL

A Thesis submitted to Department of Management Sciences in part fulfilment
of the requirement for the MBA degree

MARCH, 2014

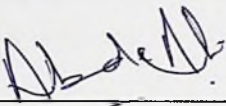
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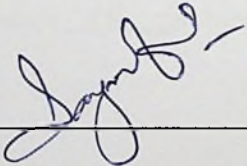
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I Abde Ali Haideri Registration No. 6213 submit _____ hard bound copies of thesis titled Pros & Cons of 360° Evaluation During Performance Appraisal in the Management Science Department as part fulfillment of the MBA degree requirement.

Candidate's Signature:  Date: 10-Mar-14

CERTIFICATE OF SUPERVISOR

I Sayma Zia being the supervisor of the above named student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

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Abstract

Purpose- The purpose of this study was to identify the importance of 360degree performance appraisal technique by human resource professionals in the organizations. The idea behind this study was to give the awareness to HR professionals about the pros and cons of 360 degree performance method, initial implementation and long term plan.

Methodology/sample- This study contains the questionnaire response by 100 respondents and email interview of top and middle line management. The questionnaire respondents belonged to the different age group, academic background, profession, and industry. This research was descriptive in nature and the respondents selected for data gathering were chosen through convenience sampling method. To analyze the data gathered from questionnaire, column graphs were generated which concludes the opinions of respondents against each question asked.

Findings- The analysis and the result obtained from the interview and the questionnaire clearly states that employees in Karachi are interested in implementation and continuation of 360 degree performance appraisal method in their organization. Employees are in favor of performance appraisal system since it's a best source of their motivation and it also increases their skill development. It was also concluded that the major drawback of 360 degree performance appraisal method is data validation because employees are not professional trained to provide accurate information.

Practical Implications- The outcome of the research helps the HR professionals in understanding the importance, advantages and disadvantages of 360 degree performance appraisal method and how it should be implemented in to the organization for individuals and for organizational growth.

Keywords: Implementation, Pros and Cons, Individual growth, Organizational growth

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