

عنوان مقاله:

Assessing Employee Performance Based on Motivational Indicators ; Developing Performance and Enhancing Efficiency in Order to Achieve Strategic Goals at IranKhodro Company

محل انتشار:

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نویسندگان:

Sajjad Ghasemi - *Inspector parts; Engineering design and supply of parts IranKhodro Company ; Tehran,Iran*

Sayyed Yousef Salehi - *Department of Management; Islamic Azad University, Farahan Branch; Arak,Iran*

Ameneh Malmir - *Department of Management; Islamic Azad University, Farahan Branch; Arak,Iran*

خلاصه مقاله:

The purpose of the present study is to investigate the status of the system of employee performance evaluation based on the strategy of strategic objectives of Iran Khodro Company. This research is in terms of purpose and in terms of survey method. The statistical population of the research was the personnel of Iran Khodro Company in Tehran province in terms of management and staffing with 1200 people. The sample of the study, based on the Cochran formula, was estimated for unlimited volumes of 320 people, selected by stratified random sampling. In order to collect the data, a researcher-made questionnaire on employee performance evaluation including the motivating and motivating variables and the employees interest in achieving the goals and plans of the organization (5 items), the development of employee performance and their continuous efficiency and effectiveness (5 items) And helping to increase the efficiency and effectiveness of the staff of the organization and subsidiaries (5 items). The formal and content validity of the items was reviewed and confirmed by the study of the research literature and opinion of the experts. The Cronbach s alpha coefficient of the questionnaire was higher than 0.7, indicating the internal coordination of the items and confirmation of the reliability of the questionnaire. To analyze the data, one-sample t-test was used with SPSS software. The results showed that the mean of motivation enhancement and development (4.73), the mean of employee performance development, and the improvement of continuous efficiency and efficiency (4.77), and the average increase in efficiency and efficiency of employees (4.9) were from the average (3) Is larger, .therefore, it can be said; the appropriate solution is to identify and develop the variables in question

کلمات کلیدی:

motivation, employee performance development, efficiency and effectiveness, strategic goals, IranKhodro Company

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