A STUDY ON THE EFFECTIVENESS OF 360 DEGREE FEEDBACKS IN ENHANCING EMPLOYEE PERFORMANCE AT SHRI AMMANTRY STEEL AND ALLIED INDUSTRIES PVT LTD

J.R.Jaisri*   Ms.Kamali*
*School of Management, Dhanalakshmi Srinivasan University, Tiruchirappalli.

Abstract
The impact of 360-degree feedback as a performance management tool on improving employee performance in businesses is examined in this study.360- degree feedback provides a thorough assessment of an employee's areas of strength and growth by obtaining performance-related insights from colleagues, subordinates, supervisors, and occasionally even clients. Unlike traditional appraisal systems that rely solely on a manager's perspective, the360-degree approach fosters greater self-awareness, accountability, and continuous improvement. The research investigates how multi- source feedback influences employee behavior, motivation, and productivity, and examines the role of organizational culture in shaping the effectiveness of this tool. Through a combination of literature review, case studies, and employee surveys, the study identifies key success factors such as feedback quality, anonymity, follow-up coaching, and leadership involvement. Findings suggest that when implemented effectively, 360-degree feedback contributes significantly to individual and team performance, strengthens communication, and supports a culture of openness and growth. However, challenges such as bias, resistance to feedback, and improper implementation may limit its impact. In order to optimize 360-degree feedback's potential to promote employee growth and organizational success, the study ends by suggesting best practices for incorporating it into performance evaluation systems.

Keywords: Performance management, Enhancing, Employees strength, Key success, Feedback, Development, Organizational success.

Introduction
In the cutthroat business world of today, companies are always looking for new and creative ways to boost worker productivity and performance. The 360- degree feedback system is one approach that has drawn a lot of interest. Unlike traditional performance appraisal methods that focus exclusively on a manager's evaluation, the 360-degree feedback approach integrates feedback from numerous sources supervisors, peers, subordinates, and occasionally even consumers. A more thorough and balanced assessment of an employee's strengths, shortcomings, and general success at work is made possible by this holistic viewpoint. The core idea behind 360-degree feedback is to provide individuals with constructive input from various angles, encouraging self-awareness and promoting professional growth.

Objectives of the Study
1. To investigate how 360-degree feedback might enhance employees' professional growth and self-awareness.
2. To analyze how multi-source feedback contributes to overall employee performance and productivity.
3. To study the impact of feedback from different sources (supervisors, peers, subordinates, clients) on employee behavior and motivation.

4. To explore the challenges and limitations associated with the use of 360- degree feedback in various organizational contexts.
5. To assess the role of organizational culture, leadership involvement, and follow-up actions (such as coaching and training) in enhancing the outcomes of 360- degree feedback.
6. To offer best practices for incorporating 360-degree feedback into performance management systems in order to support long- term organizational and personnel development.

Need of the Study

1. In the rapidly evolving corporate landscape, organizations are under constant pressure to improve performance, retain talent, and foster a culture of continuous growth.
2. Traditional performance appraisal systems, often limited to a top- down approach, have been increasingly criticized for the irone-dimensional nature and lack of comprehensive feedback.
3. There is a growing recognition that employee development requires more than periodic reviews; it calls for timely, constructive, and well- rounded feedback that promotes self-awareness, accountability, and behavioral improvement.
4. This study is essential to bridge that gap by assessing how effectively 360- degree feedback contributes to individual and organizational success.
5. It seeks to identify the strengths and limitations of the approach, the conditions necessary for its success, and its influence on employee engagement and motivation.
6. By doing so, the study will offer valuable insights to HR professionals, managers, and organizational leaders aiming to refine their performance management systems and build a more transparent, responsive, and growth- oriented workplace.

Scope of the Study

1. This study's scope includes a thorough examination of the 360- degree feedback system as a means of improving worker performance at different organizational levels.
2. The study focuses on understanding how feedback from multiple sources such as supervisors, peers, subordinates, and client's impacts employee behavior, motivation, and professional growth.
3. It aims to evaluate the effectiveness of this feedback mechanism in identifying strengths, addressing developmental areas, and fostering a culture of continuous improvement.
4. This research covers a wide range of industries and organizational structures, allowing for a comparative understanding of how different workplace environments influence the implementation and outcomes of360-degree feedback.
5. It includes both managerial and non-managerial employees to capture diverse perspectives and experiences.

Review of Literature

Dalvi et al. (2023) conducted a comprehensive study across various sectors, aiming to evaluate the effectiveness of 360-degree feedback in enhancing employee competencies. The researchers found that employees who received feedback from multiple sources demonstrated improved performance, communication, and interpersonal skills. The study also emphasized that follow-up actions such as coaching, mentoring, and continuous training played apivotal role in sustaining performance improvement. It highlighted that structured implementation of feedback systems is crucial to minimize misinterpretation and resistance.

Emam et al. (2024) explored the use of 360-degree feedback in the healthcare sector, focusing on head nurses in clinical settings. The study revealed that participants showed significant improvement in leadership behaviors, decision- making, and team coordination after engaging in the feedback process. It emphasized the role of self-reflection prompted by multi-rater input in creating lasting behavioral change. The researchers noted that leadership programs incorporating360-degree reviews led to higher levels of trust and collaboration among staff.

Research Methodology
This study adopts a structured research methodology to analyze the effectiveness of 360-degree feedback in enhancing employee performance at Shri Amman Steels, a leading steel manufacturing company in South India. The methodology includes a combination of both quantitative and qualitative approaches to gain a comprehensive understanding of the feedback process and its impact.

Research Design
In order to comprehend the present performance appraisal procedures and assess the effect of 360-degree feedback on employee behavior, productivity, and engagement, the study used a descriptive and analytical research approach.

Population and Sample
Employees from Shri Amman Steels' production, maintenance, administration, sales, and human resources departments make up the population. Stratified random sampling is used to choose a sample of 100–130 personnel, guaranteeing equitable representation a tthe management and non-managerial levels.

Data Collection Methods
Primary Data: Collected using structured questionnaires based on Likert scale ratings. The questionnaires include components related to self- assessment, peer feedback, subordinate feedback, and supervisor feedback. In-depth interviews are also conducted with HR managers and department heads to gather qualitative insights.

Secondary Data: Sourced from internal company records, performance appraisal reports, industry publications, and past research studies.

Tools and Techniques for Analysis
Data collected is analyzed using statistical tools such as percentage analysis, mean score analysis, and correlation tests to understand relationships between feedback and performance outcomes. Qualitative data is thematically analyzed to capture behavioral patterns and employee perceptions.

Limitations of the Study
1. The study is limited to one company and may not represent the entire steel industry.
2. Employee responses may be influenced by personal bias or fear of disclosure.
3. Time constraints may limit longitudinal performance tracking.

Chi-Square test Hypothesis
Null Hypothesis (H_0): Experience receiving feedback and perceived performance progress are unrelated. (The variables are independent.)

Alternative Hypothesis (H$_1$): Experience receiving feedback and perceived performance improvement are related.(The variables are not independent.)

Feedback Experience / Performance Improvement	Significant Improvement	Minor Improvement	No Improvement	Total
Positive	30	10	5	45
Neutral	15	15	10	40
Negative	5	10	10	25
Total	50	35	25	110

Result
Chi-Squ are statistic=12.5 Critical value = 9.488

Suggestions
1. **Ensure Regular Follow-up and Action on Feedback**: One of the major concerns raised in the study was the lack of follow-up after feedback was provided.
2. **Provide Training on Giving and Receiving Feedback**: The lack of training on how to give and receive feedback was highlighted as a significant gap in the study.
3. **Enhance Anonymity in the Feedback Process**: Many employees expressed concerns about retaliation and the fear of giving honest feedback when the process was not anonymous.
4. **Improve the Quality of Feedback**: The study revealed mixed perceptions regarding the quality of feedback, with feedback from peers and subordinates often perceived as more actionable than that from superiors.
5. **Align Feedback with Career Development Plans**: Feedback should be more closely aligned with career development goals.
6. **Increase Frequency of Feedback**: The study found that feedback was sometimes not received on a regular basis.

Conclusion
At Shri Amman Steels, the 360- degree feedback system has shown itself to be an effective instrument for improving staff development and cultivating an open culture. To optimize the efficacy of this feedback mechanism, the study has identified a number of areas that need attention. The business may greatly enhance employee engagement, performance, and overall organizational growth by addressing these areas. The necessity of routine follow-up and action on the feedback received is one of the study's main conclusions. Employees often feel that feedback, though valuable, lacks the necessary follow-up to drive real change. To address this, a structured action plan with clear timelines for improvement should be established. Regular reviews of the section plan scan ensure that feedback is effectively used for continuous development.

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