



## **A Study on Promotion Biasness in the Organization**

<sup>1</sup>Raj S Rathod, <sup>2</sup>Asst. Prof. Nita Vaghela

<sup>1</sup>Researcher, <sup>2</sup>Research Guide

<sup>1,2</sup>Parul University, Faculty of Social Work

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### **ABSTRACT:**

*This study aims to look into how Exemed Pharmaceutical Pvt Ltd do promotion in their organization. In this study, 66 employees from Exemed Pharmaceutical Pvt Ltd various departments were selected using the simple random sampling method. The majority of employees are satisfied with their promotion and their other benefits, according to the study's conclusion. Since the development of the factory system, management has searched for the plan that would motivate the employees to become more production oriented. In the past a lot of employees were laid on monetary aspects the chief instruments for motivation but of late it has been realized that it is just not only the money but also non-monetary factors have an equal and significant bearing on motivating the individual. So motivation is needed to be viewed in the light of personality of an individual so that appropriate direction of growth and development could be shown to them in order to run the organization successfully. People are the valuable resource with abundant potentials and capabilities who serve the organization to accomplish its goals. Organizations could not accomplish the objectives without individuals working cooperatively towards common goals. Organization must create positive work culture, healthy interpersonal relations, job security, recognition and fair evaluation, better pay structure, more opportunities and chance for growth, reward against better performance and overall development of employees. In an organization better working conditions, remunerations, job security etc. may act as barrier and that in turn will affect the productivity.*

**Key words:** *Biasness, Promotion, Organization*

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### **INTRODUCTION:**

#### **What Is Bias?**

Bias is a tendency to prefer one person or thing to another, and to favor that person or thing. His desire to avoid the appearance of bias in favor of one candidate or another.

#### **What is Biasness in management?**

Managers are certainly no exception to this rule, and a number of common biases affect how they evaluate their employees. Some of the most common are stereotypes, selective perception, confirmation bias, first impression bias, recency bias, and spill over bias, in-group bias, and similarity bias.

#### **Types of Bias:**

##### **1. Stereotype:**

A stereotype is a general opinion or assumption about a group of individuals who share a particular trait. We frequently have preconceived assumptions or thoughts about other individuals based on their gender, race, or age. When we form opinions or pass judgement on others based on preconceived conceptions of people who share that trait, we are not acting fairly or impartially.

##### **2. Selective Perception and Confirmation Bias:**

Managers may unknowingly selectively perceive, or focus on only a portion of the information available to them, leading to bias in their judgement. For instance, a manager might find discussing financial data to be very interesting and enjoyable. An employee is required to provide three reports to management, only one of which is financial in character. The employee provides two well-written, informative reports, but the financial report is plainly rushed and deficient. The manager is practicing selective perception if he decides to focus on one issue (only because it interests him more than the other two) while ignoring their superiority and only considers the disappointing financial report. He is presented with three samples of the employee's work, but he only pays attention to a portion of the proof.

##### **3. First Impression Bias:**

Exaggerating the importance of their early impressions of potential employees is one of the many other selection practices used by managers. In this instance, the manager's first evaluations of the employee, which are frequently formed with little knowledge, shape and control how he or she interprets and perceives later evidence. Even if additional information seems to contradict the manager's first perception, they may not be open to changing their minds.

#### **4. Recency Bias:**

The opposite of the first impression bias is the recency bias. In this case, an employee's most recent behavior is being unnecessarily given priority over the manager's attention. This typically happens when it comes to annual performance reviews. It can be difficult to maintain a comprehensive view of the employee's whole years' worth of actions because the employee's most recent activities are typically overemphasized. Poor recent performance might rapidly overshadow several months' worth of stellar earlier work. Similar to the previous example, if someone has recently performed extraordinarily well, previous substandard performance may be largely disregarded.

#### **5. Origin of Research Problem:**

There is an issue in business when a person is not promoted because he is the manager of another employee who actually obtains the promotion and is paid fairly for his job, is not given a position that is appropriate for his skills, and is not given any corporate perks.

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### **REVIEW OF LITERATURE:**

#### **1. Unconscious bias in employee management creates a ripple effect throughout the organizational culture that becomes difficult to untangle (Murray, 2016).**

For instance, as companies grow, one unconscious bias that is dominant in teams is the "hire like me" bias (Emerson, 2017). With change and the addition of a new person, people want to ensure they will like who their new desk mate will be. Even when teams are thoroughly trained in diversity and harassment policies and hold no ill will towards people different from them, unconscious bias will naturally filter into their decision-making process (Wilkie, 2014)

#### **2. The complication with attempting to repress all bias in humans is that it is not just imbedded in our behavior and decision-making. Scientist have speculated that over 75% of our 12 thought function is unconscious (Greenberg, 2015).**

When humans are shown images of people they were unconsciously biased against, scientists noted that their amygdala became activated (Greenberg, 2015). Since the amygdala is the part of our brain that controls the messages of emotional responses, assessment of threat, reason, and response, it dictates how we respond to elements in the physical environment (Ghoshal, Lippard, Ribas & Muir, 2013). It can be argued that unconscious bias developed naturally in human brains out of survival and is therefore necessary today. The dilemma with this assumption is that our society has progressed to a level where this neurological response no longer serves us and can instigate the delivery of inaccurate information (Ghoshal et al., 2013). Greenberg (2015) found that, "Implicit biases are particularly difficult to identify, because an individual's unconscious bias is often at odds with that person's unconscious bias stated beliefs and values".

#### **3. Manager Bias (Noon, 2017).**

There are multiple ways unconscious bias influences how managers supervise their employees. Unconscious or conscious bias may start in the recruiting process, bias towards 14 names, areas of the city a candidate lives in, education levels and where they were schooled, hobbies, and physical appearance, to name a few, influence who is chosen to receive job offers (Noon, 2017). Managers may be unaware that they hold prejudice, judgement or bias against individuals who they supervise, and it can affect how they manage that employee both negatively and positively (Murray, 2016). Dykstra (2018).

#### **4. A STUDY BY, SCIEDU PRESS (FEBRUARY 11, 2018) Impact of Motivation on Employee Performance:**

A Study of Alvin Kuku Federal College of Education The study focused on the effect of motivation on employees' performance using Alvin Kuku Federal College of Education (AIFCE) as study area. This study used questionnaire and survey research data collection techniques. The main objective is to ascertain the work behavior of employees amidst their motivation. The study adopted reinforcement theory as framework of analysis. It is a survey research whose data analysis was done quantitatively and hypothesis tested via Chi-square (X<sup>2</sup>). It was our finding that there is significant relationship between staff motivation and staff performance. The study therefore recommends that organizations should consider staff motivation as a cardinal responsibility. The study suggests that unless staff motivation is properly executed, organizations and their managers will always suffer employees' negative attitude to work.

#### **5. A STUDY BY, JAMES HOURAN, PRESIDENT AND KEITH KEFGEN, SATURDAY, 13TH JANUARY 2007. RESEARCH CONSISTENTLY SUBSTANTIATES THE EFFECTIVENESS OF FINANCIAL INCENTIVES ON JOB PERFORMANCE.**

This study shows that Research consistently substantiates the effectiveness of financial incentives on job performance. This study suggests the companies need to consider the issue of job quantify versus quality and also be aware of the limitations of financial incentives. The finding of the study, Employees can have vastly different motives for acquiring wealth including using money to fulfil psychological needs.

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## RESEARCH METHODOLOGY:

### Significance and Need of the Study:

In addition to making performance reviews tricky, similar-to-me bias can make your workplace feel less inclusive and may even affect how diverse the overall makeup of the organization.

Organizational bias occurs when factors such as culture, senior leadership, strategic focus and team organization influence data selection and data use to a point where selection is no longer based on merit. Organizational bias can be harder to identify and isolate than individual bias.

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## OBJECTIVES:

- To examine the Promotion biasness in the organization.
- To identify the strengths and weakness of employees to place right men on right job.
- To identifying and modifying unconscious bias in personal management and the best practices for training.
- To identifying the employee/worker really deserve a promotion.
- To identify the organization and how long has been working in the organization and how long has that employee not received a promotion.

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## RESEARCH DESIGN:

Research design is defined as a master plan specifying the methods and procedures for collection and analyzing the needed information. This is descriptive study. The purpose behind it is to aware the employees about promotional biasness in the organization.

### UNIVERSE:

Here the universe considered for this study is the 66 employees of 1 organizations in Vadodara city.

### SAMPLING SIZE:

Here the sampling size for this study is 66 employees according Krejcie and Morgan table.

### SAMPLING METHOD:

Here the sampling method adopted is simple random sampling method in order to collect the data from the above mentioned for my research work.

### TOOLS FOR DATA COLLECTION:

A questionnaire was prepared for the data collection. The questionnaire was distributed to the respondent's personally. The respondents were made aware about the content and objective of the study and at of giving the questionnaire and total confidentiality was ensured to them.

The study was conducted during the

### DATA COLLETION PERIOD:

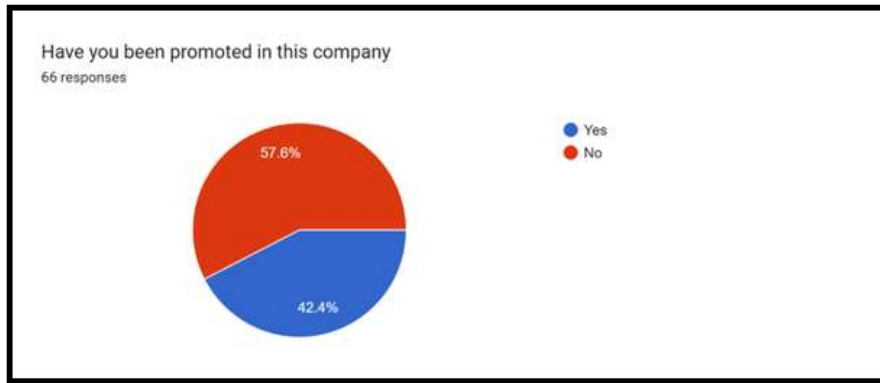
Month of June to November at Exemed Pharmaceuticals Pvt Ltd, Luna Padra.

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## DATA ANALYSIS AND INTERPRETATION:

### 1. HAVE YOU BEEN PROMOTED IN THIS ORGANIZATION?

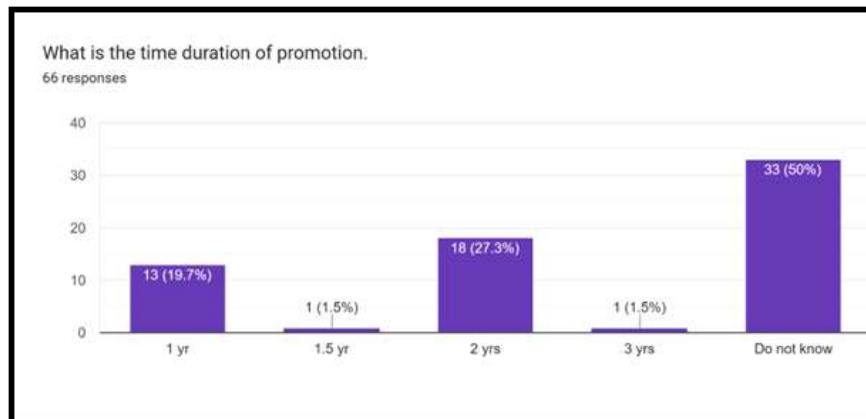
DISCRIPTION	PERSENTAGE	FREQUANCY
Yes	57.6%	38
No	42.4	28
<b>Total</b>	<b>100%</b>	<b>66</b>



- From the above table it can be said that 42.4% (n=28) of the employees are promoted in the company/organization and 57.6% (n=38) of the employees are not promoted in the company/organization.
- It can be concluded that majority of the employees not promoted in the organization, many few people are promoted in the organization.

**2. TIME DURATION OF THE PROMOTION.**

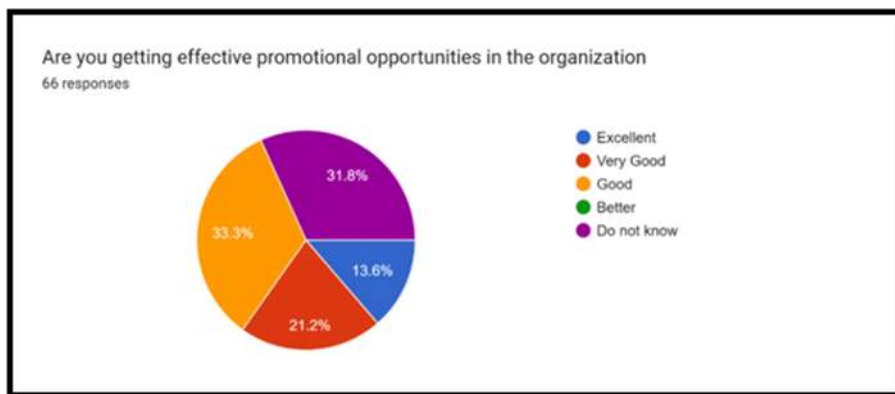
YEARS	PERCENTAGE	FREQUANCY
0 – 1 Year	19.7%	13
1 – 2 Year	28.8%	19
2 – 3 Year	1.5%	1
Do not know	50%	33
<b>TOTEL</b>	<b>100%</b>	<b>66</b>



- From the above table it can be said that 19.7% (n=13) people have been promoted in at company/ organization from 0-1 years, 28.8% (n=19) of them have been promoted from 1-2 years, 3% (n=1) of them have been promoted from 2-3 years and 50% (n=33) people don't know about the promotion.
- It can be concluded that majority of the employees promoted in 0 to 2 years

**4. ARE YOU GETTING EFFECTIVE PROMOTIONAL OPPORTUNITIES IN THE ORGANIZATION?**

DISCRPTION	PECENTAGE	FREQUANCY
Excellent	13.6%	9
Very good	21.2%	14
Good	33.3%	22
Better	0	0
Do not know	31.8%	21
<b>TOTEL</b>	<b>100%</b>	<b>66</b>



- From the above table it can be interpreted that 13.6% (n=9) employees are getting effective promotion opportunities, 21.2% (n=14) employees are getting very good promotion opportunities, 33.3% (n=) employees are getting good promotion opportunities and 31.8% (n=21) employees are do not know about the promotion.
- It can be concluded that there are majority people are getting effective promotional opportunities and few employees are do not know about the promotion.

## CONCLUSION:

- The Most difficult task to handle in the field of management is to manage the Human Resource. They are the assets of an organization. So motivating them is important.
- The Most difficult task to handle in the field of management is to manage the Human Resource or because it is not made of capital and machines but with feelings and emotions. They are the assets of an organization. So motivating them is important.
- The study helped the researcher to get in-depth of the topic and the problems related to it. It can be concluded that most of the employees get motivated by the promotion given to them and think that financial incentives are more important than non-financial incentives.
- Employees need regular motivation. They need recognition and appreciation of their work from their supervisor.
- The employees should be motivated not only by providing them good financial incentives but also by providing them good promotion opportunities, good working conditions, pleasant atmosphere, proper lunch breaks, rest breaks, job security etc.
- It can be concluded that visibility with the top management is important for the employees. They want to know the plans and activities carried on by the top management.
- The employees want such a job which not only fulfils their basic needs but also increases their status in the society.
- It is important part of the management to help and support the employees and give promotion according to their work
- The employees also should have their own personal goals as an individual and as member of the group which are to be fulfilled and which lead in the growth and development of the employee.
- It can be concluded that employees are enough experience in the organization so give them good promotional opportunities
- It can be concluded that employees are doing their best in the organization and it was help in their promotion
- It can be concluded that every employees are gets the grade 1 promotion and any other type of promotion.
- It can be concluded that organization having maximum profit so organization has been recognize employees work and give effective promotional opportunities in the organization.
- It can be concluded that organization give motivation to employees and give multi time promotional opportunities.
- It can be concluded that organization does not do biasness because organization give promotion according to employees work.

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