

guaranteeing the full utilization of human resource available through individual employees under his guidance. Hence, it is always required for a manager to monitor and measure the performance of employees

Keywords: Performance Appraisal, Organizational Effectiveness

### REAL LIFE APPLICATIONS OF GRAPH THEORY

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Employee performance has traditionally been accorded prime focus by human resource managers. As a result, a number of performance appraisal techniques have over time been devised to help establish employee 's performance. In the contemporary times, the use of performance appraisals has been extended beyond the rating of the employee 's performance to aspects such as motivation. Accordingly, this study sought to investigate effectiveness of performance appraisal systems and its effect on employee motivation. The study 's main objectives pertained to establishing the moderating role of performance appraisal as a motivation tool as well as potential challenges. The study findings show the presence of significant positive outcomes when the organization uses performance appraisal as a motivation tool. Further, the study finds that the use of more than one appraisal techniques helps yield greater satisfaction and consequently higher motivational levels. The specific aspects of performance appraisal systems (PAS) that help improve motivation include the linking of performance to rewards; using the PAS to help set objectives and benchmarks; as well as the use of PA to help identify employee 's strength and weaknesses.

Keywords: Appraisal, Motivation

### THE ROLE OF COMMUNICATION IN ENHANCING OF PUBLIC RELATION IN ORGANIZATION

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Communication is one of the most important levers of management that a company can implement for the formation of teams and achieving valuable performance. Communication and management are complementary disciplines and strong business elements for success. Management skills are essential in a business, but all equally important are those relating to the rules for the communication and the way in which a manager knows how to interact with his staff. Being manager not only means to rein in business, but mostly means knowing to coordinate a team, leadership skills and most of all, communicate.

**Keywords:** Communication, Public Relations