

To Improve Productivity through a Goal-Oriented Approach

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Abstract: *The traditional management procedures of organizations fail to impart the motivation among employees to exceed their productive capacities in today's information-based work mode environment. In this regard, the goal orientation theory proposes that individuals pursue two unique types of objectives, namely, learning and performance goals. The relationship between goal orientation and performance in various organizational contexts has been studied extensively. The recent study was conducted by following the procedures of interpretive and inductive approach. Qualitative research was carried out to gather data from various human views and perspectives such that semi-structured interviews were carried out to examine the role of goal-oriented approach for productivity. Convenience sampling was used to conduct interviews from 10 managers and the data was analyzed using the method of thematic analysis. According to the findings of the study, a goal-oriented strategy is seen to be one that only focuses on matching business goals with individual ambitions. Furthermore, it should be noted that not everyone is in favor of employing this strategy if it is not mandated by the organization. Employee's productivity is inextricably linked to their goal orientation. Employees that are oriented on a certain goal develop tunnel vision, which is good for avoiding hyper-fixation on problems. Individual learning motivation is commonly used to students in terms of creating short-term and long-term goals.*

Keywords: Productivity, Goal-Oriented, Organization behavior towards Employees, Motivational Approach, Human Resource Performance, Motivation, Goals.

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