



Assessing The Employees Performance Through Monetary Incentives With Special Reference To Wipro Ltd In Chennai City

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Abstract: The study is to investigate the efficacy of financial incentives in evaluating employee performance, with a particular emphasis on Chennai-based Wipro Ltd. Pay increases, bonuses, and performance-based awards are examples of monetary incentives that are frequently used to increase employee motivation and output. This study looks into whether these incentives have a major effect on workers' performance at Wipro, a well-known international IT company. The study looks into the connection between pay and performance by asking managers and employees questions and by conducting surveys. The study also looks at the drawbacks and restrictions associated with employing financial incentives as the only performance indicator. It is anticipated that the results would offer insightful information on how Wipro and related companies may improve their incentive programs to boost output, encourage employee. This study's outcomes can serve as a guideline for organizations aiming to enhance employee satisfaction and productivity through effective incentive strategies.

Keywords: *Monetary Incentives, Employee Performance, Employee Engagement, Performance based rewards.*

I. INTRODUCTION

Monetary incentives have long been acknowledged as an effective tool for evaluating and improving employee performance, establishing a competitive and results-oriented workplace culture. These incentives, which include bonuses, pay increases, profit sharing, and commissions, are intended to connect employees' interests with company goals, inspiring them to perform at higher levels of productivity and efficiency. The setting for a thorough examination of the goals, benefits, problems, and best practices involved with evaluating employee performance through monetary incentives. In the parts that follow, we will look at the various aspects of this issue, including how effective incentive programs can be planned, executed, and assessed to maximize their impact on employee performance and organizational success. The primary idea underpinning monetary incentives is based on the principle of reinforcement: employees who are financially rewarded for their efforts are more likely to repeat the behaviors that resulted in those awards. These financial incentives are intended to inspire employees by directly tying their performance to rewards, so aligning their individual ambitions with the organization's broader aims. Many companies, including global giants such as Wipro Ltd., have included this method into their performance management strategies. Employees are encouraged to concentrate on tasks that support corporate objectives by these incentives, which are frequently linked to quantifiable performance indicators. Implementing a structured incentive program allows firms to properly monitor performance through tangible outcomes, establishing a clear link between a employee's contribution and financial benefits.

II. LITERATURE REVIEW

This study observes the following researches for references, **Haron Ismail Haron and Khatijah Khadijah(2023)** This study examines the impact of incentives on performance management in the public sector, a widely promoted tool for improving organizational performance. It reviews literature on performance management in the public sector and focuses on empirical research in the ministry of local administration. The study finds dissatisfaction among individuals regarding management behavior towards staff and library oversight. A correlation exists between job incentives and employee performance, suggesting that lower levels of job incentives lead to lower performance. Therefore, the study highlights the importance of effective incentives in improving organizational performance. **Rajesh.E, Dr. Pratima Shukla, Ramesh Kumar, Dr. Shobha Dedhia, Dr. Nidhi Srivastava(2022)** The paper provides an identification of thematic analysis of the monetary incentive process for employees, highlighting its main objective and importance in the business market. Monetary incentives play a crucial role in motivating employees in a competitive work environment. These financial rewards are introduced to enhance performance and are beneficial for employees. The results show positive aspects of the monetary incentive system for employee performance. **Dr.Twinkle(2022)** This study focuses on understanding the importance of monetary incentives and their role in improving employee performance in a competitive business environment. Monetary incentives play a crucial role in motivating employees in a competitive work environment. However, they alone are not enough to motivate employees. Managers must study employees, work conditions, and tasks to effectively use monetary rewards as a motivational tool. **Kiran(2022)** The study reveals the employers face challenges in motivating employees to improve performance through intrinsic and extrinsic rewards. Intrinsic motivation is internal and driven by personal interest, while extrinsic motivation is external and offered by supervisors. A combination of financial and non-financial incentives can motivate employees to perform well. Monetary incentives are increasingly sought after in developing countries due to high living costs and low quality of life. **Kartik Mishra(2021)** The investigation aims to explore the relationship between monetary incentives and employee performance in various companies. The research focuses on understanding the degree of employee performance, financial motivations used, and the effects of chiefs' compensation on performance. It also examines the influence of pay rates and wages on employee performance and the effect of representative advantage on employee performance. **Dr.Cross Ogohi Daniel(2019)** In this study employee motivation is crucial for an organization's success, especially in competitive markets. Material aspects like salary, bonuses, and job security are essential, but non-material aspects like leaves, a good working environment, and good understanding among colleagues are equally important. Employee motivational incentive programs are commonly adopted to reward productivity, reinforce positive behavior, and stimulate interest. **Nnubia, Amara Lovina(2020)** The study proposes an incentive system that includes various types of monetary incentives, including base pay, salary, overtime, and bonuses. Employee performance is a crucial aspect of organizational success, influenced by the motivation and ability of the workforce. Financial incentives are considered a key factor in improving performance, particularly in the era of global competitiveness. These incentives are essential for attracting, retaining, and fostering commitment among employees. Employee motivation is the level of energy, commitment, and creativity applied to their job roles. Providing better rewards can help overcome dissatisfaction and enhance employee performance. **W. L. Njanja1, R. N. Maina1, L. K. Kibet1 & Kageni Njagi(2013)** The study involves designing reward structures that align with the organization's strategic goals and individual employee goals. Reward management is a crucial strategy for Human Resource Managers to attract and retain suitable employees, improve performance, and comply with employment legislation. The study found that cash bonuses did not significantly impact employee performance, with those who received them feeling slightly more satisfied than those who did not. **G. Douglas Jenkins, Jr, Nina Gupta, Atul Mitra, Jason D. Shaw(1998)** This article aims to develop baseline information by meta-analyzing the literature to determine the relationship between financial incentives and performance quantity and quality. Financial incentives have long been believed to impact employee motivation and performance. However, there is limited systematic examination of this relationship due to the complexity of studies. These studies must consider various factors such as the meanings of money, other outcomes associated with incentives, differences in utility of money, social comparisons, group norms, and organizational structure. While proponents argue that financial incentives improve performance, opponents argue that they are a potent influence on employee behavior. **Ernst Fehr And Armin Falk(2001)** The paper provides an information of economic theory is based on incentives, which predict how people respond to changes in incentives. Neglecting non-pecuniary motives, such as the desire to reciprocate or avoid social disapproval, can lead to a distorted view of the relative performance of different incentives.

III. OBJECTIVE

The objectives for assessing employee performance through monetary incentives include enhancing motivation by aligning individual goals with organizational objectives, improving measurable performance metrics, and attracting top talent through competitive compensation. Additionally, organizations aim to promote a results-oriented culture, encourage continuous improvement, and provide transparent evaluation criteria. The primary idea underpinning monetary incentives is based on the principle of reinforcement: employees who are financially rewarded for their efforts are more likely to repeat the behaviors that resulted in those awards. Incorporating qualitative feedback from peers and supervisors, regularly reviewing incentive programs, and ensuring ethical behavior are also key objectives. Furthermore, leveraging technology for effective performance tracking and fostering team collaboration through team-based incentives are essential for creating a comprehensive and effective approach to performance assessment and employee engagement. Finally, using technology for effective performance tracking and encouraging team collaboration through collective incentives are critical components of building a comprehensive performance evaluation plan that ultimately fosters employee happiness and organizational success.

IV. METHODOLOGY

The research design for this study is analytical, employing a multistage convenient sampling technique. This study includes both primary and secondary data. Primary data was collected from targeted respondents using a structured questionnaire, while secondary data was obtained from journals, books, and online resources. Convenience sampling was used as the sampling technique, with a sample size of 90 respondents to ensure relevant insights for the study.

V. ANALYSIS

1. Simple Percentage Analysis

Based on the Simple Percentage Analysis we have the following findings:

Table No 1.1

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	20-24	28	31.11%
2	25-34	49	54.44%
3	35-44	12	13.33%
4	45-58	01	1.11%
	TOTAL	90	100

[SOURCE:PRIMARYDATA]

According to table 1.1 shows that 31% (28) of respondents come under the age category of below 20-24 years. 54% (49) of the respondents come under the age category of 25-34 years. 13% (12) of the respondents come under the age category of 35-44 years and 1% (01) of the respondents come under the category of above 45-48 years.

Table No 1.2

S.NO	MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE
1	Less than 2 lakhs	32	36%
2	Above 5 lakhs	47	52%
3	Above 7.5 lakhs	09	10%
4	Above10 lakhs	02	02%
	TOTAL	90	100

[SOURCE: PRIMARYDATA]

According to table 1.2 shows that 36% (32) of the respondents are earning less than 2 Lakhs. 52% (47) of the respondents are earning above 5 Lakhs. 10% (09) of the respondents are earning above 7.5 Lakhs and 2% (2) of the respondents earning above 10 Lakhs.

Table No 1.3

S.NO	ASPECT OF THE MONETARY INCENTIVE	NO.OF RESPONDENTS	PERCENTAGE
1	Base salary	41	46%
2	Performance bonuses	35	39%
3	Profit-sharing	11	12%
4	Stock options	3	3%
	TOTAL	90	100

[SOURCE: PRIMARY DATA]

According to table 1.3 shows that 46% (41) of the respondents are motivated by base salary, 39% (35) of the respondents are motivated by performance bonuses, 12% (11) of the respondents are motivated by profit sharing and 3% (3) of the respondents are motivated by stock options.

Table No 1.4

S.NO	PRIMARY PURPOSE OF THE MONETARY INCENTIVE	NO.OF RESPONDENTS	PERCENTAGE
1	Employee recognition	42	47%
2	Cost-cutting measure	14	16%
3	Employee motivation and performance enhancement	31	34%
4	Compliance with labour laws	03	3%
	TOTAL	90	100

[SOURCE: PRIMARY DATA]

According to the 1.4 shows that 47% (42) of the respondents primary purposes are Employee recognition, 16% (14) of the respondents primary purposes are Cost-cutting measure, 34% (31) of the respondents primary purposes are Employee motivation and performance enhancement and 3% (3) of the respondents are Compliance with labour laws.

Table 1.5

S.NO	EMPLOYEE PERFORMANCE MOST INFLUENCED BY MONETARY INCENTIVE	NO.OF RESPONDENTS	PERCENTAGE
1	Attendance	32	36%
2	Innovation	23	26%
3	Productivity	21	22%
4	Job satisfaction	14	16%
	TOTAL	90	100

[SOURCE: PRIMARY DATA]

According to the table 1.5 36% (32) of the respondents most influences the monetary incentives through Attendance, 26% (23) of the respondents most influences the monetary incentives through Innovation, 22% (21) of the respondents most influences the monetary incentives through Job satisfaction.

LIKERT SCALE ANALYSIS**Table No 1.6**

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERTSCALE VALUE	Fx
1	Very satisfied	37	5	185
2	Satisfied	37	4	148
3	Neutral	16	3	48
4	Dissatisfied	0	2	0
5	Very dissatisfied	0	1	0
	TOTAL	90		381

[SOURCE: PRIMARYDATA]

According to table 1.6 the Likert Scale value 4.2 is higher than the middle value (3), so the employees are Satisfied with current incentive structure aligns with their job performance.

Table No 1.7

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERTSCALE VALUE	Fx
1	Very satisfied	23	5	115
2	Satisfied	40	4	160
3	Neutral	25	3	75
4	Dissatisfied	02	2	04
5	Very dissatisfied	0	1	0
	TOTAL	90		354

[SOURCE: PRIMARYDATA]

According to table 1.7 the Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the monetary incentives adequately recognize and reward their contributions to the organization.

Table No 1.8

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERTSCALE VALUE	Fx
1	Very satisfied	31	5	155
2	Satisfied	31	4	124
3	Neutral	23	3	69
4	Dissatisfied	04	2	08
5	Very dissatisfied	01	1	01
	TOTAL	90		357

[SOURCE: PRIMARYDATA]

According to the table 1.8 the Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the process of evaluating your performance to determine incentive eligibility.

Table No 1.9

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERTSCALE VALUE	Fx
1	Very satisfied	22	5	110
2	Satisfied	44	4	176
3	Neutral	20	3	60
4	Dissatisfied	04	2	08
5	Very dissatisfied	0	1	0
	TOTAL	90		354

[SOURCE: PRIMARYDATA]

According to table 1.9 the Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the current incentive program promote a healthy and collaborative work environment.

Table No 1.10

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERTSCALE VALUE	Fx
1	Very satisfied	28	5	140
2	Satisfied	30	4	120
3	Neutral	25	3	75
4	Dissatisfied	06	2	12
5	Very dissatisfied	01	1	01
	TOTAL	90		348

[SOURCE: PRIMARYDATA]

According to table 1.10 the Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the current monetary incentives provided by the organization.

Findings:

Percentage analysis

- 54% (49) of the respondents come under the age category of 25-34 years.
- 52% (47) of the respondents are earning above 5 Lakhs.
- 46% (41) of the respondents are most motivated by the base salary.
- 47% (42) of the respondents primary purposes are Employee recognition.
- 36% (32) of the respondents most influences the monetary incentives through Attendance.

Likert Scale Analysis

- Likert Scale value 4.2 is higher than the middle value (3), so the employees are Satisfied with current incentive structure aligns with their job performance.
- Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the monetary incentives adequately recognize and reward their contributions to the organization.
- Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the process of evaluating your performance to determine incentive eligibility.
- Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the current incentive program promote a healthy and collaborative work environment.
- Likert Scale value 3.9 is higher than the middle value (3), so the employees are Satisfied with the current monetary incentives provided by the organization.

SUGGESTIONS

- Provide a clear explanation of the incentive earning process for employees.
- Assist teams in overcoming challenges such as insufficient resources to perform their duties efficiently.
- Allow workers to choose how they want to be rewarded, for as with bonuses or more time off.
- Keep reviewing the incentive program to make sure it still works well for everyone.
- Keep employees informed about any changes to the program and encourage them to share their thoughts.
- Celebrate individual and team successes to create a positive work environment.
- Provide opportunities for employees to develop new skills and advance in their careers.

CONCLUSION

This study was made aware of the incentive performance of WIPRO ltd. Research was done and analysis was done by respondents. Based on the findings of the study, it can be concluded that not all financial incentives affect employees but there are those employees who are motivated by internal factors such as the need for recognition, job development and human resource management. However, most employees were concerned about the adequacy of the Incentives and salaries to meet their basic needs. As a result, it can be concluded that incentives increase the morale of employees but in order for them to fully comment on the effects of incentives on their performance other studies must be conducted. The results show that respondents have even a wide range of ideas and there is no such compelling evidence to build a positive relationship between Motivational motivation and employee performance. It varies greatly from person to person and can have many physical, cognitive, and psychological factors that affect the individual. The information and suggestions presented by this study can be used effectively by the company to review their Incentive policies.

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