

**EFFECTIVENESS OF PERFORMANCE MANAGEMENT SYSTEM AND ITS EVALUATION  
– ITS CHALLENGES AND EFFECTIVENESS IN CONTEST TO BUSINESS PROCESS  
OUTSOURCING (BPOS) WITH REFERENCE TO NOIDA REGION**

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**ABSTRACT**

BPO (Business Process Outsourcing) industry is the fastest growing industry in India. It plays a major role in providing services related to different business activities. It is increasing by leaps and bounds in India. Employees are responsible and needed for the growth of any industry. They are asset to the industry and rare competitive advantage. They act as pillar for the sustainable business and its productivity. In India the BPO sector is growing continuously because of the cheap labour. However their retention is a major challenge. More and more people are joining this sector due to high salary package they are getting in this industry. Therefore how they are performing and their steps towards achievement of organisational objective is also important. The purpose of this study is to know the effectiveness of performance management system and how the performance is being evaluated in BPO industry. The data collected for the study is secondary data. The research area is Noida region.

**KEYWORDS:** Business Process Outsourcing, Employee Development, Motivation, Performance Management, Performance Appraisal