

PINK

THOMAS PINK
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Employee Performance: A case study of UK retail industry

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Introduction

- According to Ilgen and Pulakos (1999) managing employee performance requires creative approaches as it is a form of assessment in which the employee's engaged profile, compassion, evaluation of the outcomes that were expected by employer and work attachment is determined.
- Employee's performance, perception on motivation
- Qualitative research has been conducted in order to understand the employee performance through motivation.
- Thomas Pink (LVMH) – British luxury clothing brand, mainly famous for shirts.
- The company was founded in 1984 by Irish brothers: James, Peter and John Mullen.
- Researcher aimed to conduct research by observing and interviewing the staff.
- Literature review has been discussed in order to analyze the theories of various authors.
- Appropriate research methods, philosophy and ethics have been used to continue the research process and to meet the requirements of research objectives.



Research Question

- Employee Performance: A case study of UK retail industry
- Company: Thomas Pink

Objectives

- To analyze the employee performance of the staff in an organization (Thomas Pink) of the UK retail industry
- To find out what role does motivation play in the employee performance and how it affects the employees in the workplace.



Literature review

- Perception on motivation
- In an organization, motivation is also known as the vital device that attains extraordinary measures in the evolving marketplace (Tanchaisak, 2018).
- According to Truss et al., (2013), regarding employee performance the behavior of employee plays an important role and this is because the degree of focus of the employee towards achieving tasks can be determined.
- Utilizing personal set of skills by employees help organization to progress such as communication, team work, using own initiatives and people skills (Sonnentag, 2002). .
- Various authors described motivation as an internal and external factor therefore when motivation is practiced at work place, it allows employees to demonstrate their enthusiasm and make them goal orientated (Judge et al., 2001).
- Feedback system plays an important role in an organization, that helps employer to assess the employee performance as well as gives chance to employee to improve their performance at work place (Truss et al., 2013).
- According to Cheng and Kalleberg, (1996), promotion and constant appreciation creates a positive and growing impact in the work place which facilitates the employees to be more productive.



Limitations and Ethics

- **Limitations**
- This research is limited to identify employee performance through motivation perspective.
- Research does not contain leadership, human resource and any other aspects.
- **Ethics**
- Ethical considerations has great importance.
- The permission had been taken in advance from managers regarding observing the staff and interviewing them in the store.



Methodology

- **Qualitative research**
- For this research, the method adopted to conduct research about employee performance is the qualitative research method.
- The staff of Thomas Pink was observed and inquiries were made as an outsider as the researcher approached for research as an observer and interviewer.
- 5 stores have been visited in order to collect the data.
- While noticing and observing the performances of the employees in all the five stores, it was also noted by the researcher how motivation played role in enhancing the performance of employees.
- Open-ended questions have been asked in order to collect more information regarding employee performance and their implementation at work place.



Methodology

- The interviews from these employees were conducted in either between the breaks or shift changing duration.
- The interview consumed for about 10-15 minutes.
- **Research philosophy**
- Every employee has different behavior and different point of views therefore interpretive philosophy has been used.
- **Research approach**
- The research approach used In this research is inductive because of the nature of the research, the inductive approach helped researcher to observe the employee's performance at work place.
- **Technique**
- Technique chosen to collect data is primary and secondary because the research is consisted of interviews and observations.



Findings

- By observing and interviewing Thomas Pink staff, the researcher noticed the aspects and patterns that enhances and lowering the employee performance.
- According to Observations and interviews, it has been identified that communication is the main aspect that enhances the employee performance.
- One of the employees discussed the recognition and challenging tasks to keep them motivated.
- It has also been observed that employees require meaningful tasks and want to be recognized according to their ability.
- Employees also mentioned the proper guidance, acknowledgement and appreciation on every activity during their work.
- By observing the employee, the service received from employee was excellent but the same employee has raised the issue of value commitment.
- The employee's performance has strong linkage to recognition and have great impact on organization.



Conclusion

- It has concluded that Employees observed in Thomas Pink have showed that there are different kind of motivators .
- According to the research, there are different aspects that can increase or decrease the performance.
- Performance evaluation is necessary that helps to identify the level of employee's performance and their improvements.
- Understanding the employees and showing them importance can add value to the performance.



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Questionnaire

- How do you think your performance is in the organization?
- What kind of feedback do you receive for your performance?
- Does this work make best use of your abilities?
- What is your main motivator and why?
- What is your role and importance in the workplace?
- Is your performance reviewed? How is it reviewed?

