

PARADIGMS IN MANAGEMENT THOUGHT

ALM-4

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16) Write your views on management by objectives.

A) Management by objectives is a performance management approach that emphasizes setting specific, measurable goals for employees and then assessing their performance based on the achievement.

Strengths of MBO:

- Clarity of Goals.
- Employee Engagement.
- Performance Measurement.
- Focus on Result.
- Alignment Across Levels.

Challenges of MBO:

- Time Consuming.
- Overemphasis on Quantitative Goals.
- Potential for Misalignment.
- Pressure and Stress.
- Rigidity.