

## أساليب تقييم الأداء ودورها في رفع كفاءة الموارد البشرية بمؤسسات الطباعة والنشر والتغليف

### Performance evaluation systems and their role in raising the human resources efficiency in printing, publishing, and packaging firms

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#### Abstract

Human resources management concerns with achieving many goals that seek to develop the skills of individuals continuously. Human resources goals are divided into: social goals, employees' goals, firm goals. Human resources work depends on execution of many tasks; human resources planning- job analysis- employment- appraisal performance- training- support of career development- identification of employees' wages- human resource management coordination.

Performance evaluation is one of the main tasks of human resources administration since it determines the real performance level for individuals in a precedent period of time. It provides information that help managers in developing staff performance, and enable them in planning to performance improving. It also contributes in staff performance assessment, highlighting competencies, skills development, and improving the relationships between managers and staff.

**Research problem:** lack in the system - or the systems- used in performance evaluation in printing, publishing and packaging firms may negatively affects staff performance.

**Research aim:** Using the convenient system – or systems- in performance evaluation in printing, publishing and packaging firms to improve the staff performance.

The research includes the different systems used in performance evaluation and their application and how successful they are in printing, publishing and packaging firms. It shows the necessity of choosing the system – or systems- to ensure the staff performance improving.

**Keywords:** Human resources- performance evaluation- staff performance- printing, publishing and packaging firms.