

From Metrics to Motivation: Humanizing Performance Reviews to Empower Employees

B Gowri Sankaran¹, P. Nithya Preetha², N. Radhakrishnan³, K.Santhanalakshmi⁴

¹²Department of Management, Directorate of Online and Distance Education, SRM Institute of Science and Technology, SRM Nagar, Kattankulathur, Tamil Nadu 603203

¹ gowrib@srmist.edu.in; ² nithyapp@srmist.edu.in; ³ radhakrn@srmist.edu.in;

⁴ santhank@srmist.edu.in

How to cite this article: B Gowri Sankaran, P. Nithya Preetha, N. Radhakrishnan, K.Santhanalakshmi (2024). From Metrics to Motivation: Humanizing Performance Reviews to Empower Employees. *Library Progress International*, 44(3), 11663-11670.

Abstract

Changes have dramatically taken place in performance management landscape; it is now deviating from the traditional models emphasizing measurement and evaluation of numerical metrics, employee weakness, and inadequacies to more holistic approaches emphasizing employee development, engagement, and well-being. Thus, this paper addresses ideas emanating from the integration of positive psychology into performance management and its implication on employee adaptive performance, organizational resilience, and general job satisfaction. Organisation performance can be enhanced by applying strength-based leadership, regular feedback, and knowledge management practices in a positive organizational work environment. Future Performance Management: Technological advancements, well-being of employees, and personalized approaches will connect organizational goals with individual growth. In light of increasingly dynamic workforces, such insights underscore the importance of designing performance management systems that measure not only outcomes but also personal growth and employee empowerment for organizational success.

1.1. Introduction

This makes employee performance management critical to organizations which operate in fast-paced and competitive business environments. Most traditional approaches to managing performance have also criticized because of their too much concentration on productivity, targets, or efficiency; they have kept personal development value for the employees and their general welfare at bay. These approaches, which are more evaluation-oriented and development-oriented, may likely lead employees to dissatisfaction, disengagement, and low motivation (Pulakos et al., 2019). Further changes in workforce due to advancements in technology, globalization, and shifts in the demographics of the workforce have cast a spotlight on flaws inherent within the traditional review of performance. Through recognition on the part of organizations toward adaptability, innovation, and the well-being of employees, an increased demand for performance management systems beyond mere numbers arises. It allows them to focus on their strengths, personal growth, and overall job satisfaction by employees (Aguinis, 2009). Humanizing performance reviews, therefore, refers to a shift away from traditional, punitive appraisals of performance and instead toward something more developmental and supportive. That approach would, in their view, center on giving constructive feedback, flexibility, and the application of positive psychology principles in the creation of a better working environment (Tang et al., 2024).

Through this, organizations can produce an environment that meets not only with the desired performance outcomes but also the personal and professional development of their employees.

Such a review shall target exploring available literature surrounding performance management with specific focus on feedback mechanisms and adaptability within the integration of positive psychology into the performance review process. Thus, the objective for this paper is to provide an understanding of how these elements can contribute to a more humanized approach in achieving employee-centric performance management.

1.1. Historical Perspective on Performance Reviews

The modern history of performance management is dated back to the early 20th century, when there was a major interest in efficiency and productivity, using quantity methods. It followed that performance appraisals stayed in use as a check on how well workers performed in terms of meeting predetermined goals, with little emphasis on personal growth or work satisfaction (DeNisi & Murphy, 2017). Generally speaking, there was the overall perception that performance management must be objective, with heavy reliance on metrics in terms of output, targets, and efficiency. When organizations started growing bigger and more complicated, it became evident that this model had severe limitations. The traditional review of performance generally could not capture the subtle nature of performance by people, mainly where such roles required creativity, imagination, problem-solving abilities, and flexibility (Pulakos et al., 2000). These reviews were often perceived by employees as punitive in nature, leading to disengagement and lack of motivation. According to Aguinis, a shift began to occur during the last years of the 20th century; performance management has started to become an instrument for evaluation, but also for development.

Following this change was the realization that employee engagement and motivation are prime requisites for organizational success. Instead of considering only past performance, organizations changed and started emphasizing personal growth along with future potential. The development of the last few decades in performance management systems depicts a better understanding of human behavior and organizational dynamics. Pulakos, Mueller-Hanson, and Arad discuss a shift toward human-centered approaches in the performance management practice to focus on employee development and engagement. This is indicative of an increasing recognition that relying on more traditional performance measures alone is not always enough to capture employee contribution adequately in dynamic and fast-changing environments.

1.1. The Role of Feedback in Performance Management

In fact, the performance management system is the basis for humanized performance management, through the role of feedback. Feedback plays not just as an evaluation tool of past performances but also as a tool for personal and professional development. According to Breugh (2004), giving, seeking, and applying feedback are all about feedback processes in the workplace and all have to do with improved employee engagement and motivation. Giving feedback is all about taking the right approach for it to be effective. Traditional review mainly focuses on weaknesses leading to a defensiveness state of being, whereas constructive giving of feedback facilitates an atmosphere of positivity and development, focusing on employees' strengths while providing an area for improvement. Constructive feedback aligns with the humanized performance management area, which focuses on helping employees to take responsibility for their own improvement. Similarly, employees who end up engaged in seeking feedback are likely to be more deeply committed to developing themselves and being held accountable. Organizations should promote open feedback-seeking behaviors in the workplace culture, marked by trust and collaborative practice (Breugh, 2004). However, feedback only serves a purpose if it is done right. The tool as well as the guidance for the employee to make improvement from it should be complementary to the same. Gross (2017) emphasizes how fast and actionable change can set up the change in their performance and motivation-particularly in products such as product development. In an obvious light, here is how feedback can be passed down to the employees for them to improve their work as well as improve in their respective capacities.

1.1. Adaptability and Employee Performance

In this fast-changing and unpredictable environment of business at a modern level, adaptability has emerged as an important dimension for the performance of employees. Through technology, market situation, and modifications in customer preferences, becoming adaptable to situations and challenges becomes quintessential. Adaptability refers to the ability to remain effective or useful under changing circumstances, learning new skills, and managing uncertainty while solving problems. Pulakos et al. (2000) came up with a taxonomy of adaptive performance, based on which several factors emerge as contributing to the ability of an employee to perform in changing environments. These are crisis management, creative problem solving, adaptation to shifting priorities, and continuous skill learning. As organizations increasingly call upon employees to manage uncertainty, adaptability has become the one thing needed not merely to survive but to have an edge in competition. Whereas, conventional performance measures such as productivity, accuracy, or task completion would normally prove to be poor measures of employee adaptability. In more innovative, creative, and resilient work environments where someone is expected to change over time, adaptability might be a more effective predictor of success than these traditional measures of performance. Pulakos et al. argue that, in such a case, identifying adaptability should thereby become part of any robust performance management system. Another issue is the measurement of adaptive behaviors at the ranks: for example, when to be able to react to unexpected changes or to be willing to learn new skills. Organizations may link their measure of adaptability to performance reviews with all their complexities in modern work environments. When adaptability is measured and rewarded it makes employees more approachable to change and further continuing to develop new competencies proactively and also contribute to organizational resilience. For instance, if technologies are invented at such a rapid rate that workers must change the tools they use and the approaches they take frequently in a high-tech industry, adaptability means that workers stay productive even when the tools and methods themselves change constantly.

Adaptability can also be encouraged through incorporating this ability in performance reviews. Workers who can predict and react to changes in market conditions or customer preferences are a real asset to an organization. Pulakos et al point out that adaptive employees are better equipped to manage volatility through responses in either external market conditions or internal organizational shifts. Organizations that reward adaptability within the framework of performance management can build such an ethos which will make a flexible, innovative, resilient, and able-to-shift workforce ready to change directions as necessary to address emerging challenges and opportunities. When flexibility is appreciated, it promotes a learning culture and keeps the employees open to change, seeking learning continually.

Feedback helps develop adaptability. Practical feedback--when placed specifically on adaptive skills--helps employees realize which skills they could improve upon to better influence the handling of change. According to Breaugh (2004), constructive feedback should be applied in helping growth, with the clue that feedback does not only have to focus on past performance but also guide employees as to how they may handle the future challenges. Only those employees who receive specific feedback about the ability to deal with uncertainty, creatively solve problems, and learn new things have the appropriate skills to develop adaptability. For instance, within the high velocity domains, such as competitive product development, it will be feedback that encourages flexibility or the ability to pivot quickly in response to emerging requirements (Gross, 2017). Constructive feedback inspires employees to "try new things," think new things, and "deal with the learning that uncertainty brings."

Future-focused feedback is particularly needed to enhance adaptability. Gnepp et al. (2020) presents the idea of "future-focused feedback": that is to say, highlighting the skills and behaviors that will be required in the future to succeed rather than on the implications of actions taken in the past. This shifts the focus from what has been done to what could be improved for the alignment of future challenges with preparation for possible future change. Framing feedback towards future expectations helps the organizations provide employees with the skill needed for successful performance in a changing work environment. Future-oriented feedback promotes adaptability because it makes people stay ahead-looking, constantly improvise, and obtain resilience to handle change.

The idea of empowerment of employees is also seen to coincide with adaptability. Employees become responsive only when they realize that their adaptive performance is recognized and rewarded. It is then that they attempt to

assume more responsibility for their own development and performance. These powerful employees have confidence in handling uncertainty and take initiative in job performances. Tang, Abu Bakar, and Omar (2024) look into the role of positive psychology in enhancing the agility of employees, which ultimately concludes that interventions like resilience training and strengths-based development are some of the ways to enhance the employee's psychological tools to face dynamic environments. Empowered employees are most likely to support and embrace changes while looking for more learning opportunities and proactively contributing to achieving an organization's success. Implementation of positive psychology principles in performance management systems creates an environment where employees grow and adapt to change rather than feeling threatened by the change. Such an environment thrives on dynamism, resilience, and continuous learning in lieu of being solid foundations for organizational prosperity in the ever-changing business environment.

We can assert that adaptability is an indispensable factor of employee's performance in contemporary organizations. With the increase of uncertainty and change in businesses, adaptability becomes a precious asset that should be appreciated and cultivated through performance management systems. This means incorporating adaptability into review forms, providing future-focused feedback, and ensuring an empowerment environment. Such things ensure that employees are better able to handle the challenges of the ever-changing workplace. This is what makes this focus on flexibility not only improve the individual's performance but also impacts organisational resilience and competitiveness.

1.1. Positive Psychology in Performance Management

This includes positive psychology, the strength-psychology approach to enhance the strengths and virtues of individuals and organizations. In this respect, with time, importance has been further assumed by performance management in the field. The traditional approaches on performance management followed identifying a need for improvement, but paradoxically increasing dissatisfaction and demotivation among employees. And, whereas positive psychology and positive practice would have greater emphasis on employees' strengths to be seen and built upon more than promoting a more constructive, growth-oriented, and empowering approach in managing performance (Tang et al., 2024). Organizations can start to view what employees can do in terms of strengths rather than only looking at their weaknesses, creating an environment that allows for continuous growth, resilience, and motivation.

Positive psychology within performance management systems should lead to improvement in their engagement, motivation levels, and general performance. The focus on employees' strengths and potential instead of dwelling on their weaknesses improves the development and growth environment within organizations. A systematic review by Tang et al. in 2024 underscores the role of positive psychology in enhancing employee adaptive performance, establishing that employees who are nurtured to focus on their strengths and psychological well-being are more adaptive to new demands and perform better. Interventions such as strength-based coaching, resilience training, and mindfulness practices-that have empirically been classified under positive psychology-have been found to help employees be more engaged and productive in their work. These interventions add to employees' psychological resources that help them better manage challenging work events and stress at work. This is enabling and more holistic integration of positive psychology principles in performance management to consider outcomes about performance and personal growth.

Much of what makes for a positive work environment boils down to motivating and engaging employees, and positive psychology is full of strategies to do this: for example, strengths-based leadership, by which leaders focus on employees' strengths rather than weaknesses, can have a really big impact on boosting employee motivation and job satisfaction. This kind of leadership encourages employees to excel in whatever they are good at, not only ensuring improved morale but also allowing staff to keep on improving (Nikolić et al., 2020). Additionally, requesting for frequent and positive constructive criticism and reward as part of a performance assessment has been associated with improved morale in an achievement-oriented and continuous growth work culture. Another core positive psychology concept is "flow," the psychological state of being completely absorbed in an activity and actually having an interest in that work. Employees who have flow experiences in their work tasks are more likely to be engaged, satisfied, and motivated in their jobs. The introduction of flow-inducing activities in the performance appraisals would depict a fact

that an organization is concerned with the best practices at their workplace, and it can aid in proving to them specific aspects that would bring them job satisfaction and fulfillment, and thereby further boost their engagement and performance (Tang et al., 2024).

Resilience is another very significant core positive psychology aspect, and it really plays a vital role concerning the well-being and performance of employees, especially considering today's very dynamic and challenging work environments. Employees who are resilient have the capacity to resist stress, adapt to change, and recover from various setbacks. Positive feedback may be a strong tool in building the resilience of employees through the reinforcement of employees' strengths and encouragement of the perception of challenges as opportunities for growth (Gnepp et al., 2020). Positive strengths and potential of employees can provide a building block toward resilience-friendly mindsets. Resilience-building techniques, through performance management systems, can offer employees the psychological skills necessary to perform better under challenging circumstances. For example, resilience training programs focused on topics including stress management, optimism building, and the growth mindset may bring a significant impact on the workforce's ability to deal with change and uncertainty (Tang et al., 2024). When repeated by positive and future-oriented feedback, organizations enable their employees to become resilient and own their development over time, which eventually enhances their performance.

In summary, positive psychology provides a more transformative approach to performance management, beyond simply identifying and correcting weaknesses but rather in recognizing and building staff strengths. This is indeed motivating and engaging for the employees in question and builds up the sort of resilience and adaptability so important to today's fast-paced work environment. Therefore, an organization shall be able to keep improving levels of personal and professional development through incorporating positive psychology principles, including strengths-based feedback, resilience training, and flow-based practices into the performance management system.

1.1. 6. The Evolution of Performance Management Systems

The field has undergone very significant changes in the last decades, moving from the old-fashioned performance-based evaluation systems mainly designed for the measurement of employees' efficiency against preset criteria, to more holistic approaches valuing employee development, engagement, and well-being. Such a shift gives response to increased awareness that management systems have to respond to new conditions of work and diversification of demand within the workforce. Performance management by traditional praxis was a system that depended much on measurements involving employee's output as suggested by objective criteria, including productivity targets, and efficiency. Though these metrics provided insight into the level of the employee's output, the range of an employee's output was ignored (Pulakos et al., 2019). The practice often resulted in a punitive performance review process where the employee was rated more about what they failed to do rather than what they were doing right.

Over time, organizations discovered that the traditional model was not really working out as an effective performance management model. Today, systems for performance management have transformed and today they have more biases towards employee development and engagement. According to Aguinis, "today, performance management systems put significantly more emphasis on giving employees what they need to learn, grow, and develop successfully on the job.". It exemplifies an evolution from being judgemental, just purely performance appraisal processes to supportive development-oriented processes that help develop the employee's capabilities.

Actually, one of the most significant challenges of managing performances arises from aligning organizational goals with employee development. Traditional systems often focus on ensuring that the employees meet organizational objectives with little concern for their personal or professional development. However, over time, as the workforce has become diverse and dynamic, organizations have slowly realized that supporting employee development lies at the heart of long-term success (Pulakos et al., 2019). Modern performance management systems, therefore, look forward to bridging this gap by making the workplace setting more collaborative and supportive, hence enabling employees to achieve both individual and organizational success. Empowerment is at the heart of this system, in this case, on both counts-towards full potential for the individual and overall success for the organization. This approach

fosters ownership and accountability among the employees, who are now actively participating in their development as well as the attainment of the objectives of the organization.

The contemporary systems also state that in order to deliver effective performance management, quantitative measures must be accompanied by qualitative results. However, these qualitative outcomes, like employee engagement, job satisfaction, and personal development, are very hard to quantify but are foundational to assembling a comprehensive view of performance (Pulakos et al., 2000). The inclusion of these qualitative measures in performance evaluation helps in gaining further insights into what might cause the individual to succeed and thrive in their job role. Tools such as employee engagement surveys, 360-degree feedback mechanisms, and self-assessments provide excellent opportunities for employees to review and reflect on their performance, recognize what they need to work on, and identify methods of enhancing their development. This way, organizations can integrate quantitative and qualitative measures, producing a more holistic and accurate description of employee performance, which can further lead to more effective performance management systems, fruitful to both individual and organizational success.

1.1. 7. Knowledge Management and Performance Measurement

In today's business environment, organizational success depends on proper knowledge management, which is a practice that facilitates employee performance improvement and innovation. Knowledge management systems allow organizations to capture, store, and share valuable insights, making it essential to explore how performance measurement intertwines with knowledge management practices. Wong et al. (2015) explore the relationship between knowledge management and performance measurement, outlining different approaches taken by organizations to analyze knowledge-related performance. These methodologies may differ from quantitative counts, for instance, with the count of knowledge-sharing activities or volume of produced knowledge assets to qualitative appraisals focusing on the attitude of employees regarding the knowledge-sharing processes or perceived value of knowledge assets. Although quantitative measures indicate various efficiency and effectiveness of knowledge management systems, the qualitative measures are important because they reflect what is actually experienced by the personnel of the company about the knowledge management in terms of its impact on the employees' performance.

Integration of knowledge management metrics into the systems of performance management will enable organizations to better assess the impact garnered from knowledge-sharing initiatives on the performance of employees. It will therefore identify areas for improvement, enhance the understanding of a culture of continued learning, and equip the employees with necessary knowledge delivery in their assignments. Feedback is also important in encouraging knowledge sharing within organizations. More productive workers will continue to share valuable insights and expertise if their contributions are recognized by a knowledge management system. According to Breugh (2004), feedback is important for the motivation of employee learning and development within a knowledge-sharing context. Valuing employees for their effort in knowledge spreading creates an environment in which they feel appreciated and are motivated to engage in these behaviors, hence contributing to the overall success of the organization.

The employees also understand what one needs to master in the future to be successful. According to Gnepp et al. (2020), this is forward-looking feedback. This type of feedback will encourage employees to look out for more learning opportunities, be able to share knowledge with others, and later lead to an organization's creation of knowledge. The implications on effective knowledge management systems on employee performance are huge. Employees who possess precious knowledge and materials are in an excellent position to perform tasks effectively, make rational decisions, and be creative. As measured by Wong et al. (2015), the effectiveness of knowledge management for an employee will depend on the need to measure knowledge management's impact on employees because organizations that invest more in knowledge management systems are likely to show improved productivity, creativity, and engagement.

Third, knowledge management systems enhance employee development through allowing access to all sorts of learning opportunities and source of expertise. Concerning performance reviews, an addition of knowledge management may encourage employees to take an active role in efforts at organization-wide knowledge sharing; hence, the organizational intelligence will be tapped to enhance employee performance. This is a combination of the different approach, not only fostering an individual capacity building process but also instilling a collaborating culture

that has elements of continuous improvement-an extremely salient concept required to sustain competitive advantage in today's dynamic business environment. As organizations realize the strategic importance of knowledge management toward performance, the emphasis should be on building an environment that fosters knowledge sharing, facilitates lifelong learning, and aligns individual performance with organizational objectives.

1.1. 8. The Future of Performance Management

The business environment has much change that will affect the future of performance management owing to various trends. This encompasses reliance on technology to improve the system for performance management. This aspect involves significant changes in the forms by which an organization evaluates and manages its employees' performance with increasing advancements in artificial intelligence, machine learning, and advanced analytics. Gross notes that AI allows scanning big data thereby providing insightful information on employee performance and further outlining the patterns and enabling predication of future outcomes. That makes the shifting parameters to continuous rather than once a year reviews possible as through real-time feedback, immediate input from management is available to employees upon performance. Such systems allow for on-the-fly adjustments and improvements by the employees; hence, encouraging a more agile and responsive performance management culture.

There is growing appreciation of the employee well-being aspect as part and parcel of performance management. Organizations have realized that employees with healthy bodies, minds, and emotions are likely to do well in their roles. Indeed, Tang et al. (2024) also reported that there has been a rising trend in which many organizations incorporate well-being metrics into their performance management structures. Such metrics may include reviews on the state of workers regarding stress, work-life balance, and satisfaction of their jobs. In so doing, emphasis on well-being in performance assessment improves individual performance as well as increases employee engagement and retention while encouraging an even more supportive and empowering working environment.

Moreover, the future of performance management is likely to be more personal and flexible. One size fits all approaches to performance management are no longer effective for worker diversity and dynamism in today's workplace. Performance management systems will engross employees to greater levels of performance by taking into account individual preferences, strengths, and aspirations in their careers (Aguinis, 2009). Adaptive performance management systems, along with personalization, are gaining more attention as they make it possible for an organization to respond promptly in case of a change in the work environment or other organizational objectives. Such systems enable companies to adjust performance measures, give and take procedures, and development opportunities in real time according to the changing needs of their workforce. As this trend continues to define performance management, we anticipate that organizations embracing technology, those focusing on well-being, and those personalizing or adapting to this approach will most likely support a more engaged, motivated, and high-performing workforce.

1.1. Conclusion

Performance management evolved to reflect a deep change in the way organizations recognize, evaluate, and support contributions of employees. From the rigorous formative use of more traditional performance metrics based on shortcomings and strict criteria to more holistic approaches, the development, engagement, and well-being of staff and their families become increasingly essential. Therefore, recognition of the dynamic and diversified workforce that anticipates performance management strategies to be adaptive, leaning on the needs and preferences of every member, is warranted.

As technology increases, organizations will be able to leverage technology to come up with the use of artificially intelligent self-systems and real-time feedback systems to better make performance management systems more responsive and effective. This forward-thinking power not only makes performance measurement both accurate and efficient but also encourages a culture of continuous feedback and growth. Embracing technology can enhance tracking of performance, highlighting development opportunities, and ensuring that support is there at the right times. This creates the right climate where people have opportunities to succeed. At the same time, there's the awareness that employee well-being is a component of successful performance management. It has been known

that healthy employees, both in mind, body, and spirit, perform at optimal capacity. This calls for incorporating well-being metrics as part of performance reviews. An organization that can achieve work-life balance and handle stress issues could play a supportive role in improving an employee's performance and job satisfaction, thus improving retention.

The future of performance management lies in personalized and adaptive systems that resonate with the unique aspirations and circumstances of each employee. As organizations continue to embrace diversity and inclusivity, it becomes increasingly important to implement performance management strategies that align with individual strengths, career goals, and personal development needs. This personalized approach not only drives engagement but also cultivates a sense of ownership among employees, making them active participants in their growth and success.

Ultimately, organizations that adapt their performance management systems to prioritize employee development, well-being, and engagement will foster a resilient and high-performing workforce. By embracing these changes, businesses can navigate the complexities of the modern work environment more effectively, ensuring that they remain competitive and innovative in an ever-evolving landscape. The integration of positive psychology principles, knowledge management strategies, and technology-driven tools into performance management systems will pave the way for a future where employees feel valued, supported, and motivated to contribute their best efforts, ultimately driving organizational success. In this way, the transformation of performance management systems not only benefits individual employees but also strengthens the overall fabric of the organization, creating a culture of excellence, collaboration, and continuous improvement.

References:

- Aguinis, H. (2009). An expanded view of performance management. In J. W. Smither & M. London (Eds.), **Performance management: Putting research into action** (pp. 1–43). Jossey-Bass/Wiley.
- Breaugh, James A. "Job feedback: Giving, seeking, and using feedback for performance improvement." (2004): 512-514.
- DeNisi, A. S., & Murphy, K. R. (2017). Performance appraisal and performance management: 100 years of progress?. *Journal of applied psychology*, 102(3), 421.
- Gnepp, J., Klayman, J., Williamson, I. O., & Barlas, S. (2020). The future of feedback: Motivating performance improvement through future-focused feedback. *PloS one*, 15(6), e0234444.
- Gross, D. P. (2017). Performance feedback in competitive product development. *The RAND Journal of Economics*, 48(2), 438-466.
- Nikolić, T. M., Perić, N., & Bovan, A. (2020). The role of feedback as a management tool in performance management program. *Calitatea*, 21(177), 3-8.
- Pulakos, E. D., Arad, S., Donovan, M. A., & Plamondon, K. E. (2000). Adaptability in the workplace: development of a taxonomy of adaptive performance. *Journal of applied psychology*, 85(4), 612.
- Pulakos, E. D., Mueller-Hanson, R., & Arad, S. (2019). The evolution of performance management: Searching for value. *Annual Review of Organizational Psychology and Organizational Behavior*, 6(1), 249-271.
- Tang, G., Abu Bakar, R., & Omar, S. (2024). Positive psychology and employee adaptive performance: systematic literature review. *Frontiers in Psychology*, 15, 1417260.
- Wong, K. Y., Tan, L. P., Lee, C. S., & Wong, W. P. (2015). Knowledge management performance measurement: measures, approaches, trends and future directions. *Information Development*, 31(3), 239-257.