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Business Opportunity Algorithm for ISO 9001: 2000 Customer Satisfaction Management Structure

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Corporate sustained growth relies on the ability to continually generate profits, this in turn depends on their products meeting customers' needs and expectations. Generally, customer satisfaction is evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc. In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for enterprises. The operational concept based on customer satisfaction has been collected in 2000 edition of ISO 9001, where the operation of quality management system is customer-oriented and aims at improving customer satisfaction; customers' needs and expectations are satisfied through clear management responsibility, communication, resource management and product realization process; the structure of measuring and monitoring customer satisfaction is proposed on the basis of overall performance of the quality system and requires enterprises evaluate performance from the perspective of customers. This study attempts to explain how to set up a complete customer satisfaction and target management system based on the concepts of customer satisfaction and target management proposed in ISO 9001: 2000, conduct real-world case study, identify the critical items in customer recognition through market analysis, survey of satisfaction and business opportunity algorithm and eventually integrate corporate objectives to achieve sustained improvement. (*Research Journal of Business Management* 1 (1): 1-10, 2007; DOI: 10.3923/rjbm.2007.1.10)

The Impacts of Nigerian Training Programmes on Employees Performance

Akinyele, Samuel Taiwo

The success of any business organization, whether in the private or public sectors, lies mainly in the quality of its human resources. Literature confirmed that training of manpower is a major prerequisite for any organisation who wants to achieve

maximum productivity through the efficient and effective performance of employee. Employee can only perform better through the acquisition of skills, knowledge and ability from training programme. This paper attempts to find out whether staff training has any implication in job performance, behaviour, attitudes, skills, knowledge and achievement of the goals of a business organization in Nigeria. The sample size was determined on the basis of three categories of staff namely: general staff, senior staff and management staff. Chi-square was used to test the postulated hypothesis. The study shows that effective training leads to acquisition of skill and knowledge required for employee to perform effectively on the job. It was also revealed that training has a high positive impact on employee and reduces the nature of hazards on the job in the accomplishment of corporate objectives. Finally, the paper made recommendations, which aimed at improving the job performance of staff with regard to training. (*Research Journal of Business Management* 1 (1): 11-19, 2007; DOI: 10.3923/rjbm.2007.11.19)

The Influence of Innovation Management on New Product Development Performance in Taiwan's Hi-Tech Industries

Pang-Lo Liu and Chih-Hung Tsai

Due to the progress in manufacturing technology, rapid changing business environment and shorter product life cycle, hi-tech industries must place greater effort in increasing their innovation technologies to meet customer demands and achieve new product development performance. This research examines Taiwanese hi-tech companies by conducting a series of innovation management activities. The influences of these activities on new product achievement is determined and analyzed. Two intermediate variables for corporate status and innovation tendency are considered in discussing the relationship between innovation management and new product development. The former belongs to the influence factor for exterior strategy, while the latter is related to interior organization. Since Taiwan hi-tech industries has gradually entered the age in which core technologies and innovative competence are starting to determine a business's competitive advantages, this study will focus on innovation management for hi-tech industries, which is very meaningful both academically and practically. Some of the research findings are: (1) New product development performance is significant when innovation management ability is stronger (2) New product development performance is significant when innovation tendency is higher (3) Enterprise scale is not a key factor for new product development (4) New product development performance is significant when technology status is superior. (*Research Journal of Business Management* 1 (1): 20-29, 2007; DOI: 10.3923/rjbm.2007.20.29)

Determination of the Optimal Manpower Size Using Linear Programming Model

Akinyele, Samuel Taiwo

There would be no meaningful development until manpower that involves in the transformation of production facilities into useful goods and services is well trained and planned. Recent advances in mathematical programming methodology have included: development of interior methods, competing with the simplex method, improved simplex codes, vastly improved performance for mixed-integer programming using strong linear programming formulations and a renewed interest in decomposition. Application areas have been expanding from the traditional refinery planning and distribution models to include finance, scheduling, manufacturing, manpower planning and many others. We see the acceleration of better methods and improved codes moving together with faster, lower-cost and more interesting hardware into a variety of application areas, thereby opening up new demands for greater function of optimization codes. This study applies Linear Programming (LP) model based on integer programming to the determination of effective size of manpower to be engaged. The study also incorporates global constraints such as production capacity/demand rate and allowable time of operation into the model to reflect the reality activities in production organizations in developing countries. The results obtained show that the model is more efficient than the existing model for effective manpower determination. (*Research Journal of Business Management 1 (1): 30-36, 2007; DOI: 10.3923/rjbm.2007.30-36*)

Organizational Characteristics and Performance in Nigerian Quoted Companies

Chinwuba Okafor

This study is intended to identify the relationships between organizational characteristics and performance. In pursuance of this, we constructed a model of the 4-S based on McKinsey 7-S framework and empirically evaluated it using Nigerian samples. The data collected for the variables of the model were subjected to the Ordinary Least Square (OLS) regression analysis. The results indicated that organizational characteristics were positively related to performance. More specifically, the findings showed that staff, style, skills and shared values were positively related to organizational performance. It was therefore recommended that because of the positive relationships of the variables, Nigerian organizations should pay close attention to how these variables could be made more performance enhancing. (*Research Journal of Business Management 1 (1): 37-49, 2007; DOI: 10.3923/rjbm.2007.37-49*)

A Critical Assessment of Environmental Impact on Workers Productivity in Nigeria

S.T. Akinyele

It is generally acknowledged that the productivity of Nigerian workers is rather low. A major challenge of this research therefore was to ascertain the extent to which the environment has influenced the productivity of worker in both the public and the private sector of the Nigerian economy. To this end, a descriptive survey research design was employed and, a sample of 300 employers was drawn from among many organisations in both sectors that are located in metropolitan Lagos. Investigation revealed that factors in both the external and internal work environment as well as employment policies as they currently obtain are unfavourable to the enhancement of labour productivity. It is therefore imperative for governments at the federal and state levels to explore ways of improving and updating infrastructural facilities in order to make the work environment more conducive for enhancement of labour productivity. Similarly, job and organisationally related factors and employment policies must be looked into by the respective employers for possible reviews so as to make them more favourable and thereby challenge workers to be more productive. (*Research Journal of Business Management 1 (1): 50-61, 2007; DOI: 10.3923/rjbm.2007.50-61*)

Impact of Strategic Planning on Organizational Performance and Survival

Akinyele Samuel Taiwo and Fasogbon Olufunke Idunnu

The study examined the impact of strategic planning on organizational performance and survival. The effectiveness of strategic planning can be measured in terms of the extent to which it influences organizational performance, which affects its survival rate. The main objective of this study is to re-evaluate the planning-performance relationship in organization and determine the extent to which strategic planning affects performance in an organization, of which First Bank of Nigeria, Plc (FBN) will be used as case study. Based on the above objective, relevant literatures were thoroughly reviewed and three hypotheses were formulated and tested in this study. A survey technique was used with the administration of questionnaires to 100 respondents (of which 80 was retrieved) comprising of both the senior and junior staff in various First bank branches in Lagos metropolis. The data collected were analyzed using the Statistical Package for Social Sciences (SPSS). Also, T-Test and Chi-square statistical methods were

used in testing the hypotheses using the SPSS. The three hypotheses were confirmed. For the purpose of testing for reliability of the instrument, 'The Split-Half Technique' from SPSS was used. The implication of this study is that Strategic planning enhances better organizational performance, which in the long run has impact on its survival and that strategic planning intensity is determined by managerial, environmental and organizational factors. (*Research Journal of Business Management 1 (1): 62-71, 2007; DOI: 10.3923/rjbm.2007.62-71*)

Needs Satisfaction: An Effective Tool for Workers Commitment to Work

Akinyele, Samuel Taiwo

This study represents an initial endeavor to explore needs satisfaction: An effective tool for workers commitment to work. In spite of the motivational strategies available and employed in organisations, the issue of employee performance and productivity is still very much questionable. This is because what motivates one individual may not necessarily be what motivates another individual (s). Therefore, individual needs and motivational factors should be assessed critically and addressed carefully. The survey instrument used in the collection of data was questionnaire which was based on a random selection as the primary source of data. Some of the questions asked were centered on the factors that motivates an employee to perform and hence productive in the organisation. Based on the data obtained from the respondents which was analyzed using the statistical tool (pie chart) method, it was observed that a greater number of respondents supported the notion that high employee performance and productivity is a function of need satisfaction (motivation). These findings appear to be useful in furthering the understanding of the complexity associated with the strategy to the realities of result oriented organisation environment by recommending that organisations should accord priority attention to the introduction of good motivational package (such as: good remuneration, instituting other monetary awards, higher fringe benefits package and other financial rewards, timely promotion, cafeteria, flextime, employee involvement, etc.) to enhance higher productivity and commitment to work. (*Research Journal of Business Management 1 (1): 72-79, 2007; DOI: 10.3923/rjbm.2007.72-79*)