Asking Questions: Applying Survey Techniques in Building Successful Enterprise

Mambo G. Mupepi, Grand Change Inc, Grands Rapids, USA
Jean C. Essila, Northern Michigan University, Marquette, USA
Abigail Opoku Mensah, University of Cape Coast Ghana, Cape Coast, Ghana
Sylvia C Mupepi, Grand Valley State University, Grand Rapids, USA

ABSTRACT

The objective of this article is to demonstrate how data collection can be enhanced with survey instruments, including questionnaires. Pinpointing at the prevailing organizational cultural conditions as an antecedence to the introduction and management of the amendment is required in a useful company. The data collected can be analyzed and interpreted to develop the metrics required to boost performance. Understanding workers’ knowledge and their resourcefulness in producing the goods and services demanded by customers is critical in the design and implementation of renovations to progress a business. Opinion polls and analyses are technologies in framing high-performance entrepreneurship.

KEYWORDS
Enterprise Survey Techniques, Performance, Questionnaires, Successful Enterprise Design, Surveys

INTRODUCTION

The organizational design practitioner has many tools and techniques available when working with organizations. Questionnaires can be simplified or made complex depending on the aim of the practitioner. They can also be designed for different purposes, including gathering business information through a printed questionnaire, face-to-face interviews, or a formalized set of questions for obtaining information from random or sample population respondents (Mupepi, 2010a). Surveys serve four purposes: (1) collect appropriate data; (2) make data comparable and amenable to analysis; (3) minimize bias in formulating and asking questions; and (4) make questions engaging and varied (Creswell & Plano Clark, 2011). Investigations can be used by businesses to collect data that can be analyzed and understood in the design of customer-centric organizations. These include cost/benefit analyses, return on investment (ROI) research, and measurements of efficiency and efficacy in business practices. Data collected with survey instruments can also be interpreted to develop the metrics necessary to differentiate a business in search of a competitive advantage. The questionnaire instrument is employed primarily in quantitative research.
BACKGROUND

The terms surveys or questionnaires are used interchangeably as tools for sustainable organization. In enterprises, productivity planning is a part of strategic planning. It entails gathering all types of information pertaining to the internal and external environment in which a business is conducted. Mupepi (2017) noted a fundamental reference that provides organization development (OD) perspectives on the latest practices for leveraging human capital in business environments to maintain the competitive advantage. The reference highlights assessment and evaluation methodologies to discover the extent of prevailing cultural conditions in an organization. In one of the views, Mupepi (2017) posited that customer demands should be understood in making estimate sales and production outputs, projecting future skills, and the configuration of technology and people in the value creation system. Customer demands are analyzed to estimate consumption patterns linked to future needs, including materials, facilities, or manpower.

DATA TO CREATE EXPLOITABLE DATABASES

Information from exploitable databases can be collected from invoices, delivery notes, internet sales, or verbal orders from sales or other stakeholder personnel. Treating the source of data as a survey technique implies that the OD practitioner analyzes data pertaining to sales, production, or administration as the source of explicit knowledge. The data can also be understood in terms of production techniques and tools employed to produce goods demanded by customers. The data from costing alludes to cost of goods produced and accounting procedures employed to monitor costs and minimize risk. Hughes and Gosney (2016) projected that the need to know and predict customer behavior was very important in organizations. Customer behavior should be translated into exploitable databases characterized by consumption patterns, as well as types of products consumed in quantities, prices, and method of delivery. Survey tools and other forecasting techniques are essential to progress organizational goals.

LEARNING AND CONTINUOUS IMPROVEMENT

Tsai (2017) suggested that generational differences in the workforce impact systemwide learning and continuous improvement. For example, millennials prefer e-mail to participate in group assignments, sharing information through Google Documents, and texting ideas to group members. On the other hand, baby boomers prefer to meet in defined places. They like to share information on hard copies and learn through shared experiences and testimonies about their organization. Tsai (2017) contested that such disposition can retard or progress continuous learning and improvement.

In a study conducted in more than 150 countries, Hofstede (1983) pin-pointed five cultural differences that impact productivity in organization: (1) power distance; (2) uncertainty avoidance; (3) masculinity; (4) individualism vs. collectivism; and (5) long- vs. short-term orientation. He also discovered fundamental dimensions of national culture that demonstrates different values (Hofstede, 1983). Hofstede (1983) argued that these differences must be assessed and evaluated in the design and implementation of successful diversity strategies. It implies that the OD practitioner can appreciate cultural differences in an enterprise as a precursor to the introduction of change. For example, in cultures with low power distance, people are likely to expect that power is distributed equally. Other cultures are more likely to accept that power is distributed to less powerful individuals.
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