THE PERFORMANCE OF GLOBAL BUSINESS TEAMS ON CREATING PLATFORM FOR SMALL AND MEDIUM ENTERPRISE IN NIGERIA

By Galadima Useni Fada Dept of General Studies SABS Suntai

ABSTRACT

This study examines the performance of global business teams in creating platforms for small and medium enterprises. The objectives of the study were to: Examine the efficacy of Global Business Team (GBT) management towards better organizational performance of SMEs in Nigeria; Asses the linkage between Global Business Team (GBT) management in achieving customer satisfaction through SMEs in the country; Examine the essentiality of Global Business Team (GBT) management in creating level playing grounds for SMEs in the study area and to make deductions on how Global Business Team (GBT) management can enhance team performance and productivity in Nigeria. The study employed the empirical method of research were information were assessed from the net and used for the study. The findings of the study revealed that the performance of the GBT is an essential strategy needed to aid SMEs productivity and performance. Furthermore, the study revealed that lack of support and financial aid to SMEs is the major constraint confronting the SMEs sector of business in Nigeria, thus the effort made by some GBT in providing succor to these small businesses is very crucial in improving some organization's productivity and performance and it was discovered from the study that team management is effective and efficient in response to changes in customers' demand and in satisfying their needs. Based on the findings above, the following were recommended among others: that a thriving SME sector is critical to inclusive economic growth and job creation. Thus, more effort should be given to the SME sector in order to improve the economic well being of the country through self employment and self reliance of its citizens. This can only be achieved through creating business enterprises at the local level to supply the needs of the common man and to create avenues through which he can manufacture what he/she wants; organization shall be effective in team management for team not to be a disappointment but productivity enhancers for better organization performance and that team members should be motivated to use their knowledge and skills to achieve shared goals by SMEs of relevant business enterprises to meet consumer needs and satisfaction. Workers should be trained to increase their interpersonal skills, decision making and knowledge in the concept of teamwork.

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busineasnsdefsnnctwibocso,me≻ Make deductions on how Global togettobeordsionnaætsepeotte Business Team (GBT) management multincapteicoano tanaibgo Ino bo aa slis. can enhance team performance and 1.1Stateomfehnpetroblem productivity in Nigeria I ti sv i r t uian þ bys sfioball e2. 0 L i t e nRætvuireew 2.1TheconceopfTteamworkn multinational corporation to exploit e conomoifge lsobs acha la ne ds copeB, us in e s s Thomp \$ 200 00 @)f itneeadms maximtihzteranos fikenow leodrge cultivate a global mind-set without agroouppeopy hearienterdepende understanding and mastering the wittes spteocontformaets iocuarnedes managenoeGnitobBauls inTeesasm sskialniook/hoseetkocom bitnhee ir (**GBT**). e f fotroatcsh i **a** vc o m m og no a Hie. SevesrtauldsiuecsahsRicharfotu,rther stteeaensehoakveetareftive Devin Geoeoyr,agneolohn s(o2n009d)e, fion hian nga c t Feiritsse ttae;mic is s. t s and be (t2o0 1 h1a) v, sehowth at he to a chie vs en a roje od a sli; m pp luyt, e f feoxrpte nbdyneud I t i n baut si ionn eatslesan**n s** weo rtkod o T. e a por r o d u c e s manageinaschient/hiengigorailn outcomes for which members have Nigehranisaobte evne sylccess fucollective reward. Second, team This stuid syhe red fe os riegt no emdembe ar rsienterde pree ng da er nd ting appratihseler for moafnG deobas lom common no alln.terdepesn den o Bus inteesasmins reactpilnagt ffoorrtmhheal Inoratrekam wohntokantshat Smaalnibyle di Einna te r p(rSiMsEess)te anmem bemrussrte bynoth ef nosr Nigearsaicaassetudy. in for meaxtpieorm teissoe u, ar no de os 1.20bjecotfihvseetsudy on T.hitreda, an sbeoun ale of demain Speciftihseatuladityt, entptstelats it valoe vilogerime. Examine the efficacy of Global McSho(n1e990) &)f itneeadan s \geq Business Team (GBT) management agrowpftwoormorpeopwlheo towards better organizational in tearna oof hflueean coohethaenrd performance of SMEs in Nigeria. mutually accountable for achieving Asses the linkage between Global common goals and associated with \geq organizoabtjieoontainlvopbeesr,ceive Business Team (GBT) management in themsealsarseosceina twiittylthie achieving customer satisfaction through SMEs in the country. organi Maonstiteoannwisortkogether \geq Examine the essentiality of Global foarmean inlgefnugdtfthimleg ng Business Team (GBT) management in enoutgoahccomptlhiegsiohaFlo.urth, creating level playing grounds for teannembehrasveheauthotroity SMEs in the study area. managteheoiwrnworakndin ternal

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e f f e catniss/teeleytrhientmop wat hole ibre caut se eamme m b eorfstreenp r e s e n t in t e ng obeadloss o et a s By a r r t e nd si f f ef u eanc ttuino in tabslepirri o r i t i e commun i caan totico n: I t i traatu siantngop e r s p e ncratydviefsfise hohe i g h routine ly sabotage the most well I e voe foll i v e na snie tcye s se av nt yh a t musbtecur boenads ou rocfset ren op tubs in teesasmina Franco-Americ thas houbled: ult i vTahteaends?we or om paTnhyne.or immosUt. Ste a mis depenonds whre tth heep ediov fer sthat neo sstennienn bpenres et hes issognoibevheavioral. te anpesrspebcutitnaFrere, ntceham, Cognitive diversity refers to thmeosjtunmicom beyr pidcoadssby. d i f f e rientmlseeuss s t acnotnitve én Ul n l e tshsen e m b e or st h eFranco how members perceive the team's Ameritceaanaan reensit obszuecch challeamodepsport uonpittitoen solfie fernos, mis no de sratndnigs e as liy beeval uaan todep dt icmo au lo stiect i ccaan. em erge and block or distort Dive rosfniatty i o no a na ic t yo finot communi cBaethiaovnidoirvae Irissi t y substadnitfifveeoeinscseaseans be sntega radisead neces seavriyl: whet hte fereleater netmoscleer hsvoimceet hthia opg lobast inteesasm pione ientrheUelni Keidng dcoambe canavo bidithee ffeocfwthsidthe t rans **fe**nt hoecdrun tDriivees in. si it te yanmu satt te tnoop tin imtih zreo ug h subsidhi**as teas** beten sar **tean** slanguage training and cultural accovínostubs tachit fifværoenn ses sitization. iss see sahswhetSherrga blong StrengtthhGenio Begus in Tee sasn Konogīrok ivis hoep tilmoaclaftoairon/GBTf)oard van ceom fet hn SMEs compaAsy instenadquaDritveerrsss.ietcyitNotirgeria. i níun c tbiaocnkag Ir**oauan** coloso fuon nOver c o Omo immogun i **Batrio** ner s s u b s t ad nitfifve eo en inscsea sei sa hs Sevepradicnees os han cianas thee laitmip/cer to af?mmcaer kset lb?e utsoe dove trhcoe moe ommunica an ôrte ch npoul so hoj ñya com pan yo 'a srritele apstlag Guleo b Bauls i ne s s new-product-edfe fvoerltospmTeenatmSsi.ntcheGeBTisacolleocftion

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Language i meichugt bree efdo r2004; Yin, 2003).

thirdmep dair at styluo cahist rans lato At Scross Sectional design will be and thus fosters more direct, employed for this research. This was because spontaneous and free-form the research comprised a wide variety of communibert wie bee Banth edesigns including: surveys; structured SME sp r a c t i tTihoeA B BGs r. o u pbservations; content analysis; official provade sedx a mp heove v ean statistics and documentation. The "where", "who" and "what" questions asked by this biotofrogorealsisngos kisic takon soa lowatoware du common un i cæsteaichowere answered by employing survey barr Gerschind ABB formelersign methods: interviews and CEO wase x p l ii nor is tf e rt rohi in squestionnaires. Additional questions c omp a noyf 'f silcainaglu aa so?eP o o including the 'hows' and 'whys' were answered Englitsolhr?ihvoemtehpeoitnhtato by employing other designs including on s h o ub leel m b a r r at soesxepdr e mansative analysis, content analysis, official a ni d be ar c a o fa be a o for e r f e icnt statostics, and documents. Also, historical data English. (archival analysis) obtained from literature

Investments c ringosmsd the researchuand aided insthe design s i n also help Global Business Team of the procedural framework. This provided a m e m b eArbse.t ut ne dr e r s toafnedaimgogd platform to extensively exhaust the m e m b e dr is f' f e u e to dt ar itens p r o questions and provide appropriate answers to rich notec sosm muni dPæto ippolinec khem.

upthesignianles r baan bon ver ba l Primary data for the research was communi cnattriceonmsprehencesliectede flotyn two main sources: employer an daccur alt nevleys. timme rr to s sind employees within the public organization. c u l t si k a al ll sscoa nimp r ct ve ea mEmployers and employees of private and members' ability to understand and public business organizations who r e s p e c t e rasnidt w rinti n tao participated in the study provided data which competativavnet age. informed the research on the performance of ReseaMrecthhodology GBT in creating platforms for SMEs in their

Research Design

Yin (2003) described the research design as that structure which guides collecting and subsequently analyzing data or as the techniques for doing this. It enables the researcher to connect empirical data to its conclusions to the initial research question of the study in a logical sequence (Bryman,

respective companies. The in-depth review of existing literature laid the platform for the commencement of primary data collection for the cross-sectional study.

The choice of data collection method depends on the available r e so uarno beosvolg e stihnne e thoo ad n genertahteeequiinefoormfartoimon thsee les atnen pl(lCeo oppne Sich in 2d0l0eSire, kan2a0n0B3a, bb1i9e9, 9i)n. th is ds attuad yowpalslectmenal inus yin ogauierset issoum drves yem i - struc in terwviite hwkeBSM an agers

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S/No	Personal Characteristics	Percentage (%)	
1.	Sex distribution		
	Male	90	
	Female	10	
	Total	100	
2.	Age Range (years)		
	21-35	45	
	36-40	35	
	41 and above	20	
	Total	100	
3.	Educational Background		
	OND/NCE	40	
	HND/Degree	35	
	Others	25	
	Total	100	
4.	Years of Experience		
	1-5	38	
	6-10	47	
	11 years and above	15	

Authors approach, 2017

Thepers on the alract **e**ft in sete is opson dientifies studity cluded at trisbuucathess se xag ee, duc atqiuo an lailf ia on agate ia ornes scperiien ce thoe om pafi yn dis im og vis sla 30.0% of three sponnodae in nit ks yvoil So Mal E act i wietrnine easl easn of he emain 10.9% wge rfeema IT eth sep. op ulation dis trifbauv to inn caendblee caum so es St M E op e ract no rust I deetas wist th man uf a catnup drrion cge sist of meg tailmae norder with iicnshostu i tfadom the fema IN esvert htehlear sealse, sist renevor filent I h Se M E sector utsh, e lipte i een that aggie crude hoffeemales.

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Tab2lDeistribbRuetsipoom obleEnftfsectio/CGeBnTienCisrseaPPlagtforms fcSMES.

Categories of response	Frequency	Percentage (%)
Strongly agreed	583	44
Agreed	539	41
Disagreed	88	7
Undecided	110	8
Total	1320	100

Authors approach, 201 7

N = 1320

On eofth set rateelog siee savsepolos i tciovnetlny itboeth haog cing bus inpeesrsformista heee fefect ooktehoeeeg san iczoantcieo on nteedam man agement. Table 2 in dicates wihen oppsikaeiooln theef fectoofeel no deb sausts i nTeesasmisnim probvuisnigno eesrsforon fan ce SME is tahceoun 81:57% pt roan godlryd i naag mietkehydal to Boats i nTeesasm i seffector irve eapt lian to ffcooSmMn Eis 57% dis agwrhe ietkeheree mai 8n% in g un de citocheiden.pltiheeBsBB Tiseffector irve eaatpihag t fooSmMn Eisto opersamt oeotbhelayr, iinmigntehtattevsie ewwes reex prebsystehoolws ieth

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Tab3lGeloBianstinTeesasmi'nsvolvaemSdeMnEpse	r f	0	rmance

Categories of response	Frequency	Percentage (%)
Strongly agreed	60	50
Agreed	49	41
Disagreed	03	2
Undecided	08	7
Total	120	100

Authors approach, 2017

E f f e d te ianomae na g e ma en not te ve lo pa m e sa st e n ft cibrauls si n e s s p r o d u catniplve irtfyor m(n A d e e e2e0k0e87,) e s p o n odveen ratessk e ost ta t e t h eo ip ri n ai b no ts htree la t iboent swh Beielpon bB au ls i n Teesassin n vo l ve m e n a n SSME sp e r f o r mi ab Nnicgee Traiba 33 e n d i c5a01% ee ft h e e s p o n d e n t s t r o anggrlest eh GB B. Ti n vo l vie som reund t66 be 1E bs us i po e sr sf o r mi at n, c e . 2 a n 70% a g r e de ids, a g r euendd eachidd e d r Tehs eip me pcltii ovae blings n o t h Se B. Ti wf e blut ainhod a n a giewtob, ur feel stubilitog hrodu catnid n c troe a se d b us i po e sr sf o rensa pnec cei intah SeWI fese c t o r .

Tab4 & MEperformanadichEeffiCelaockyBauls in Teesasminc reating platffoocmumsstosmaetris faction

Categories of response	Frequency	Percentage (%)
Strongly agreed	69	58
Agreed	45	37
Disagreed	01	1
Undecided	05	4
Total	120	100

Authors approach, 2017

N = 120

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Thée in doifn hogsest usdhyow e d thathpeerformotathmodeBe Tisan essensttiræhteretorsdißdMEs productivity and performance. Fur the rtmhoserteu,deve at lheadt I a **c** & u p paonrfdtin a an ictd6 aMIE s is here a joornstorcanification of the indempower and encourage SMEs to SMEssecotobus intehsutsbage f for t madbeysomGeBTiprovisouicncopr tothessmeabluls in eissesecsy ucial support to SMEs. in improving some organization's \checkmark producatnio/veirtfyormLaansctet.y wa**s**isco**vfeotne**nsoettutdhytaetam managemise fife ant different icnient to the SME sector in order to r e s p o h sceh a n giens u s t o m e r s improve the economic well being of demaanndidnsatistfrykenienegds. RECOMMENDATIONS

However, for survival, performa an notoreo,du cotSimvailtly an Mole d i E m t e r p tr hifesoels l, o w i n log cal level to supply the needs of the recommendsahtoiubledsutnto consideration;

 \checkmark Global Business Teams should depart from a culture that encouraged \checkmark competing personalities,

factionalism, and autocratic management to a culture that stresses teamwork, and creating entrepreneurship through employee corporations.

localization of supply chains requires leadership from the top, both at the strategic and at the operational level. However, leadership cannot be overprescriptive; each initiative needs to adapt to local conditions and find its own success story. Thus, multinational business corporations should try using their GBT to

achieve desired goal by providing both financial, moral and material

A thriving SME sector is critical to inclusive economic growth and job creation. Thus, more effort should be the country through self employment and self reliance of its citizens. This can only be achieved through creating business enterprises at the

- common man and to create avenues through which he can manufacture what he/she wants.
- Organization shall be effective in team management for team not to be

a disappointment but productivity enhancers for better organization performance.

 Team members should be motivated to use their knowledge and skills to achieve shared goals by SMEs of relevant business enterprises to meet consumer needs and satisfaction.
Workers should be trained to increase their interpersonal skills, decision making and knowledge in the concept of teamwork.

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