

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

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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.

1.0 Introduction

think a big ear of noyreaas
At e aims im it wh rai ts u a l cloymp an i eass sPur and e Gamb l e ;
c a l g e d u p r g a n i z a u t t i e o a m a n d B o t a n y . I n t h e 1 9 8 0 s t h e
h a s b e c o m e t h e p o p u l a r i n t h e m a n u f a c t u r i n g a n d a u t o i n d u s t r i e s
b u s i n e s s m u n i t i e s . a m o n g t h e m a r k e t i n g a n d s a l e s d e p a r t m e n t s
i m p l a i g e r s e a s t e n r s e n i s s a i n d w h e b n i t s e t d a t f e i s r m e s t o d b e d
c o n t a e l s t t h d i n g o r d a b e u s e d c o m b a t p a n e s r e p e w h t o e r r e
i n t e r c h a n g e a b l y q u i g l a l i y m i a n r g s e t a r e .

T e a m w o r k h o e n c e p t o p l e B r o v e r a (1 9 9 6) a m i n t h e a t
w o r k i t o g e t h o e r p e r a a s i v n e m a n a g e i r s c o v t h e a d b g e d o y f
s a l t e s a m p o t e a e n t c h a a l s o r e s e a i n c d h i c t a t t e g n c s a m e
b e c o n s e v a l u e l a m t a n y l a r g n e o r e t h a n t h e t r a d i t i o n a l c o r p o r a t e
c o r p o r a t a i v e r e s v e l o s p e e d c i s t i c u d t o m a r k e i d n e g c i s q u i o i n a s k d y
t e s t t o n e a s u p r o e t e r e m p a l l o y e e f ' s i c H e r n t t y s h a e i t d h a t e a m s
t e a m w a o b r i k (A i d e y l 2 0 1 0 e 8 ,) . n e e d e d f o r t h e r e s t r u c t u r i n g a n d

T e a m a s e e a n r o u f n a r s l o n g r e e n g i n e e r o d i e n g s t e h e s e u t u r e
a s a n y o c n a e n e m e m b e r o m m o d o g i v i n g i t h s a t t a n s c h e a s p g e s l i k
h e a o r f m a n a g e n t e r a t p s r , o d u c t e n c o u r a g p a n g d e e d b a c k m
t e a m s e r v i e a m r e v e w h o l w o r k e o m s t h e l i m e a k e d r a m a t i c
o r g a n i z a t i o n e t r a s t e a m s i m p r o v e m e n t s .

t h a i t s m a n y o r g a n i z a t i o n s B u s i n e s s p e i s f e t i n f e a n t e
m o v i t n o g w a r t e s a m s e a d p p r o a e x p e n d y e l d u s i r f e i s a n c h i e v i n g
t w o r k h m e s a r t s h a d r k i i m e g a m s i t o s b j e c o f c v u e s s t o s n a e t r i s f a c t i
i s h b e a s m i e c t h u o s d e t d g e w t o r d k o n e e m p l o y e e s a t i s f a c t i o n , s o c i e t a l
i n t h e o s r e g a n i z a t i o n s . s a t i s f a a n d t l i t o i m p a r t o e f l i y t a b i l i

M c S h o (n 1 e 9 9 s 8 a) i t d h a t e a m s E v e r y g l o b a l c o m p a n y ' s
a r e e p l a i c n i d i g v i a c t u a b a s s i c o m p e t a i d t v i a n e t d a e p e n o d h i t s
b u i l d l i o n g k o s r g a n i z F a r t e i n o c a h b i t l i d y r d o n a t e s a u a r n c e s
l a n g u t a e g l e e v p i r s o i g o r m a n s s h i f t i n f o r m a t i o n t h a t a r e s p r e a d a c r o s s
t d e a m - b p a r s e j d e r d g i s v m o g e d i f f e e e r g t r a p h o i c a t T i o d h a y .
r e c o g n i t e i a o n t h a t r i n d i v i d t h e a r e m y r i a d o r g a n i z a t i o n a l
C o m p a i e a r e n o t j u s t o a g f o r m e c h a n t i s e n s o b o b a i l p o r e a t r i o n s
t e c h n a i b c i a b l u t p o k f i o p p e o p l u e s t o n t e d i s p e o r p s e e r d a B u d n s .
w h o c a n w o r k a n t e a m s n d s o l v e h e m o s e f f e c t o i o v l a t h G l o b a l
p r o b l e m s . B u s i n e s s a n (G B T a) c r o s s - b o r d e

A c c o r d s t h e i (n 1 e 9 r 7 2) a m s t e a m o f i n d i v i d u a l s o f d i f f e r e n t
a r r e o n t o v e o l n c e t p e t a m a s d e a m n a t i o n v a d r i k i i d e i g f e u e t u r e s ,

businesses do not work together to overcome the multinational organizational problems.

1.1 State the problem multinational corporation to exploit economic resources and maximize their knowledge.

Several studies by Richards (2009) and Deviney (2011) show that the teaching and learning process in a global environment for which members have understanding and mastering the management skills of the (GBT).

This study therefore is intended to appraise the performance of Global Business Teams in a real world setting. Small Medium Enterprises (SMEs) in Nigeria are the study area.

1.2 Objectives of the study

- Specific objectives of the study are:
 - Examine the efficacy of Global Business Team (GBT) management towards better organizational performance of SMEs in Nigeria.
 - Assess 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.

Make deductions on how Global Business Team (GBT) management can enhance team performance and productivity in Nigeria.

2.1 Literature Review

The concept of a network of people who are interdependent with respect to resources and skills is known as a team (Thompson & Dill, 1991). It is a group of people who are interdependent with respect to resources and skills in order to achieve a common goal.

Deviney (2011) and Richards (2009) define a team as a group of people who are interdependent with respect to resources and skills in order to achieve a common goal.

This study therefore is intended to appraise the performance of Global Business Teams in a real world setting. Small Medium Enterprises (SMEs) in Nigeria are the study area.

2.2 Theoretical Framework

The theoretical framework of this study is based on the concept of a team. A team is a group of people who are interdependent with respect to resources and skills in order to achieve a common goal. The study area is Small Medium Enterprises (SMEs) in Nigeria.

processes that are performed in the work environment however the large scale team depend on both individual contributions and collective work performance. The contributions and collective work performance are influenced by the individual and team factors.

Richard (1991) states that the team performance is influenced by the individual and team factors. The individual factors include the individual's ability, motivation, and resources. The team factors include the team's structure, processes, and context. The team performance is the result of the interaction between the individual and team factors.

Bandura (1982) states that the team performance is influenced by the individual and team factors. The individual factors include the individual's ability, motivation, and resources. The team factors include the team's structure, processes, and context. The team performance is the result of the interaction between the individual and team factors.

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multicultural teams in Franco-American
teams? We propose that the
depends where the members are
isognobehavioral.

Cognitive diversity refers to the
different perspectives brought by
how members perceive the team's
challenges and support. In
diversity of a team's communication
substantive differences are necessary:
when the members do not
pioneer in the field, the
transformational leadership
subsidies such as language training and cultural
accountability.

is a strength in the
Kongtoko's approach to
compared to the
in functional roles over communication
substantive differences are necessary
three main points: the use of
and technology in the company's
new-product development
Because in the
evolving market, the
cognitive diversity is a source of
source of strength. Divergent
perspectives are necessary for a
comprehensive search for and
assessment of the
behavioral diversity in the
communication barriers
cultural diversity in the
behavioral diversity in the
reflected in the
as a result of the
Consider the
cross-cultural

Lang u a g a e i m e i d u g t b e e e f d o r 2004; Yin, 2003).

h i r d m e d i r a s t y o a h s t r a n s l a t o A Cross 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 communi b e a t w e l a G B T a n t h e d e s i g n s i n c l u d i n g : s u r v e y s ; s t r u c t u r e d S M E s p r a c t i t i h o e A B B G r o u p o b s e r v a t i o n s ; c o n t e n t a n a l y s i s ; o f f i c i a l p r o v a d e e e d x a m p h e w e v e a n s t a t i s t i c s a n d d o c u m e n t a t i o n . T h e “ w h e r e ” , b o t h p r o g o e l s i n g s k s c i a l a n s a “ w h o ” a n d “ w h a t ” q u e s t i o n s a s k e d b y t h i s l o w g y o w a r e d u c o m m u n i c a t i o n w e r e a n s w e r e d b y e m p l o y i n g s u r v e y b a r r G e r a b i n d A B B f o r m e d e s i g n m e t h o d s : i n t e r v i e w s a n d C E O w a s e x p l i i r e i f e r t r o h i n g q u e s t i o n n a i r e s . A d d i t i o n a l q u e s t i o n s c o m p a r o y f ' f s i l c a i n a g l u a s y e P o o i n c l u d i n g t h e ' h o w s ' a n d ' w h y s ' w e r e a n s w e r e d E n g l i s h o h r ? i h v o e m e h p e o i t n h t a o b y e m p l o y i n g o t h e r d e s i g n s i n c l u d i n g o n e s h o u b l e d m b a r r a t s e x e p d r e n a t i v e a n a l y s i s , c o n t e n t a n a l y s i s , o f f i c i a l a n i d e a c a o s e a o p e r f e i c i n t s t a t i s t i c s , a n d d o c u m e n t s . A l s o , h i s t o r i c a l d a t a E n g l i s h . (a r c h i v a l a n a l y s i s) o b t a i n e d f r o m l i t e r a t u r e

I n v e s t m e n t s i n c r i n o s e d t h e r e s e a r c h a n d a i d e d i n t h e d e s i g n s a l s o h e l p G l o b a l B u s i n e s s T e a m o f t h e p r o c e d u r a l f r a m e w o r k . T h i s p r o v i d e d a m e m b e r b e s e t u r e d r e s t o a t f e d a i m g o d p l a t f o r m t o e x t e n s i v e l y e x h a u s t t h e m e m b e r i s f ' f e u e n t a r i e n s p r o q u e s t i o n s a n d p r o v i d e a p p r o p r i a t e a n s w e r s t o r i c h n o e c o s m m u n i d P a e t o i p p l i e c k e m .

u p t h e s i g n i a n l e s r a a n o n v e r b a l P r i m a r y d a t a f o r t h e r e s e a r c h w a s c o m m u n i c a t i o n a c t r i e o m s p r e h e n s i v e l y c o l l e c t e d f r o m t w o m a i n s o u r c e s : e m p l o y e r a n d a c c u r a l t r e v l e y s . t i m e r r o b s a n d e m p l o y e e s w i t h i n t h e p u b l i c o r g a n i z a t i o n . c u l t s i k a d l l s c o a n i m p r d v e a m E m p l o y e r s a n d e m p l o y e e s o f p r i v a t e a n d m e m b e r s ' a b i l i t y t o u n d e r s t a n d a n d p u b l i c b u s i n e s s o r g a n i z a t i o n s w h o r e s p e c t i v e r a s n i d t y r i n t i n t a o p a r t i c i p a t e d i n t h e s t u d y p r o v i d e d d a t a w h i c h c o m p e t i d t v a n e t a g e . i n f o r m e d t h e r e s e a r c h o n t h e p e r f o r m a n c e o f

R e s e a r c h m e t h o d o l o g y

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,

and aided in the design of the procedural framework. This provided a platform to extensively exhaust the questions and provide appropriate answers to them. Primary data for the research was collected from two main sources: employer and employees within the public organization. Employers and employees of private and public business organizations who participated in the study provided data which informed the research on the performance of GBT in creating platforms for SMEs in their 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 resources. We therefore had to generate the questionnaire for information

these less than 100 (I see a research in 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020).
 this data was selected in a survey of small and medium-sized enterprises in the manufacturing sector.
 interviewed 100 managers

Data Analysis and Discussion Results

This section will present the results of the performance of the Global Business (GBT) in the area of SMEs in the region of Indonesia.

Table 1. Characteristics of Respondents

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

The respondents in this study included a total of 1320 small and medium enterprises (SMEs) in the manufacturing sector. The majority of respondents (85%) were male, and 15% were female. The majority of respondents (60%) were aged between 30 and 40 years old. The majority of respondents (70%) were owners of SMEs, and 30% were employees. The majority of respondents (80%) were from the manufacturing sector, and 20% were from other sectors. The majority of respondents (90%) were from the urban area, and 10% were from the rural area. The majority of respondents (80%) were from the private sector, and 20% were from the public sector. The majority of respondents (90%) were from the manufacturing sector, and 10% were from other sectors. The majority of respondents (90%) were from the urban area, and 10% were from the rural area. The majority of respondents (80%) were from the private sector, and 20% were from the public sector.

Age of respondents was also a significant factor. The majority of respondents (60%) were aged between 30 and 40 years old. The majority of respondents (70%) were owners of SMEs, and 30% were employees. The majority of respondents (80%) were from the manufacturing sector, and 20% were from other sectors. The majority of respondents (90%) were from the urban area, and 10% were from the rural area. The majority of respondents (80%) were from the private sector, and 20% were from the public sector.

Furthermore, the respondents' experience in the SME sector was also a significant factor. The majority of respondents (60%) had 1-5 years of experience, and 40% had more than 5 years of experience. The majority of respondents (80%) were from the manufacturing sector, and 20% were from other sectors. The majority of respondents (90%) were from the urban area, and 10% were from the rural area. The majority of respondents (80%) were from the private sector, and 20% were from the public sector.

Table 2 shows the distribution of responses for each item. The majority of respondents (80%) strongly agreed, and 20% agreed. The majority of respondents (90%) disagreed, and 10% were undecided. The majority of respondents (80%) strongly agreed, and 20% agreed. The majority of respondents (90%) disagreed, and 10% were undecided.

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

Authors approach, 2017

N = 1320

One of the main objectives of this study is to investigate the effect of business performance on the financial performance of SMEs. The majority of respondents (80%) strongly agreed, and 20% agreed. The majority of respondents (90%) disagreed, and 10% were undecided. The majority of respondents (80%) strongly agreed, and 20% agreed. The majority of respondents (90%) disagreed, and 10% were undecided.

Table 3: Effectiveness of the company's performance

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

Authors approach, 2017

N = 120

The effectiveness of the company's performance is measured by the respondents' responses to the statement: "The company's performance is effective". The results show that 50% of the respondents strongly agreed, 41% agreed, 2% disagreed, and 7% undecided. This indicates that the majority of respondents perceive the company's performance as effective.

Table 4: Effectiveness of the company's performance

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

The effectiveness of the company's performance is measured by the respondents' responses to the statement: "The company's performance is effective". The results show that 58% of the respondents strongly agreed, 37% agreed, 1% disagreed, and 4% undecided. This indicates that the majority of respondents perceive the company's performance as effective.

that is sufficient to show that almost all respondents agreed that SMEs need to improve their productivity and performance. Furthermore, it is evident that lack of support from SMEs is a major obstacle in their growth. SMEs need to be empowered and encouraged to improve their productivity and performance. This is a critical issue that needs to be addressed.

CONCLUSION AND RECOMMENDATION

The findings show that the performance of SMEs is still low. This is due to several reasons, such as lack of support from SMEs, lack of innovation, and lack of human resources. SMEs need to be empowered and encouraged to improve their productivity and performance. This is a critical issue that needs to be addressed.

RECOMMENDATIONS

However, for survival, performance and productivity are important. This is a critical issue that needs to be addressed.

- ✓ Global Business Teams should depart from a culture that encouraged competing personalities,

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

Building SME capacity through the 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 empower and encourage SMEs to achieve desired goal by providing both financial, moral and material support to SMEs.

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.

- ✓ 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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