

**Employee Task Performance Knowledge and Productivity
Attainment as Innovation for Family-owned Business
Survival in Nigeria**

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Introduction

- Based on the fact that human beings are not created to be idle, there is an innate drive which keep them involved in productive ventures. This natural instinct finds expression in business organizations irrespective of whether they are formal or informal.
- Business is not only viewed as a venture that yields profits, it is also a service created to solve problems, meet needs as well as improve standard of human life (Pepple, 2004).
- Business has also become a critical factor for economic growth and development. However, with technological innovations, which are in themselves products of business organizations, the impact of business has transcended merely from buying and selling.
- Although many authors have argued that a business organization is essentially profit-oriented (Haag and Collins, 2016). A business is thus expected to plough back its part or all of its profits. Consequently, a business can sustain its survival by means of profit-making (Little, 2016).
- . Knowledge have become an increasingly important factor in competitiveness (Adelekan, Erigbe, Ojo and Toriola, 2019).

- The ultimate objective or goal of owners of family businesses is not significantly different from the assertion that profit is the major objective among others.
- In whatever line of business a corporate organization may be engaged, knowledge of task performance by employees is critical to efficient service delivery, product quality and customer satisfaction (Kotler and Armstrong, 2009).
- Increase in knowledge of task performed enable employee to be more efficient and productive. (Erigbe and Ilori, 2016) In, the life span of corporate business organizations is usually under threat. For many family-owned businesses in developing countries, productivity and business survival are contentious.
- Productivity is thus a core necessity, but it is employee performance-dependent among other equally important variables.
- Loose grip and grasp of employees' knowledge of task performance by family business representatives tend to have implications for overall business productivity.

Theoretical Review

- The behaviourist theory suffices because of its characteristic feature of four key elements namely: drive; stimulus; response and reinforcement (Cole, 2001). The behaviourist theory has been popularized through the contribution of I. Pavlov, E. L. Thorndike and B. F. Skinner (Oliver, 2014).
- For improved performance and higher productivity, employees are exposed to relevant training (Adebayo, 2009). Training thus enables them to acquire knowledge of job performance and components of the job.
- In addition, the classical theory, which is substantially attributed to Frederick Taylor and Henri Fayol, in the first early instance before the emergence of other proponents, emphasizes purpose among others (Mullins, 2007). One of the major purposes of organizations is the attainment of productivity target.
- Generally, knowledge from a systematic learning scenario is acknowledged to boost productivity and work performance (Gerald and Cozin, 2015).

Methodology

- A survey of the sector was conducted and twenty (20) family-owned business organizations were selected on the basis of their indigenous nature and local content policy adherence.
- A Likert-characteristic questionnaire was designed to generate primary data from respondents who were randomly selected among employees of the targeted firms.
- In the first instance, selected firms were unwilling to supply secondary data for classified reasons.
- The two variables in the research hypotheses were subjected to regression analysis to determine the extent of their correlation if any.
- A test of correlation analysis is instructive

. Data Analysis and Discussion

- The following hypothesis was tested, having obtained data by means of research questionnaire and selective interview:
- **H₀**: There is no significant relationship between employee knowledge of task performance and productivity in family-owned businesses in the oil and gas sector in Nigeria.
- $PR = 15.844 + 0.258 \text{ KTP}$
- S.E. (0.664) (0.034)
- t 23.850 7.554
- $R^2 = 0.103$ DW = 1.698
- Panel regression result above shows that employee's knowledge of task has a significant $[1/2(0.258) = 0.129 \text{ S.E. } (0.258) = 0.034]$ increasing relationship with productivity. Relatively, increase in knowledge of task leads to increase in productivity, all other things being equal.

• Conclusion

- The survival of corporate business organizations including family-owned businesses is contingent upon the interplay of a number of organizational variables. Particularly notable are productivity and employee knowledge of task performance.
- Business owners monitor their businesses closely and strive rigidly to maximize returns. They put in place a mechanism which ensures that employees attain set productivity targets to merit their pay.
- They put in place a mechanism which ensures that employees attain set productivity targets to merit their pay. in the selected family-owned businesses. Employee's knowledge of how a job is to be performed essentially determines, among other factors, the extent to which productivity is attained.
- **Recommendation**
- Regular training of employees is imperative. Training improves skills and gives insight into new methods of work. Training is a tool that inevitably enhances efficiency and rapid attainment of productivity. The development of positive attitudes to work is made possible through appropriate training, coaching and mentoring.
- Motivation spurs productivity when it is appropriately applied. Owners of family businesses, and managers employed to run them, need to apply motivational techniques as deemed appropriate, depending on situational circumstances.