

The Role Of Qualitative Research In Productivity

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ABSTRACT

Productivity is the relationship between efforts and assigned tasks (inputs) and results (outputs). The paper explores the role of qualitative research to understand the resources of efforts, strategic approaches, modern methods, BPR systems in order to increase productivity. Modern organizations need to identify some intelligent steps. The steps from market analysis, evaluating competitors and suggesting strategies are based on the qualitative research approaches. This particular research paper justifies that the qualitative research approach is the essential domain in formulating modern strategies to achieve excellence in organizational productivity. It is a prime requisite for today's managers to adopt and inculcate such dimensions in their strategic decisions to take their companies to the climax. This research is an effort to develop a framework for increasing productivity through qualitative research approaches. The framework covers global trends in achieving productivity through the specific roles of qualitative research to bring companies to the right track in any competitive era. Two objectives are mainly focused in this paper: First objective of the paper is to identify the roles of qualitative research pertinent to the productivity including some of the contents of achieving organizational success which can give managers an edge to work. The second objective is to develop a framework which will help modern marketing and management gurus to know and beat the best in today's fast changing and adopting technological era. This research is exploratory in nature and based on literature survey and structured & unstructured interviews from topic related expert people with in Pakistan and abroad. The studies relating to the success & failure stories of local & international companies, social and economic problems which are affecting business environment will also be touched upon in order to relate the role of qualitative research in ensuring the higher level productivity. Thus, this paper comprises on four main sections: First is about the introduction and concepts, Second relates to the role of the qualitative research in developing countries, Third is regarding the development of framework, Fourth is based on methodology and Fifth is followed by the conclusions, significance of the study and some important references.

Keywords: Qualitative research, productivity, modern trends.

INTRODUCTION

Today's managers are very busy in promoting the status of their company and adopting various business models and changing management processes with reference to changing customer preferences & technological updates. Business models such as Internet, Brokerage, Porter's models, BCG matrix, Diamond model, Cost leadership, Technology models and many others are the methods to increase the productivity. There is another way to maintain productivity through qualitative research approach that has not been much utilized.

Qualitative research is such a strength that makes post hoc knowledge easy for the organization and creates a room to apply priori knowledge to achieve productivity. Qualitative research is such a systematic inquiry that provides results that can later be applied in other organizational setups.

The major role of Qualitative research is to provide unbiased results and observations to ensure the competitive productivity. Qualitative research is also a strong tool to not only increase productivity but to maintain it in the long run.

Many researchers believe that more than fifty percent of manager's time is wasted just in identifying the problem but still sometimes lack to find the real problem. The identification of a real problem is half of the solution of that problem. Such inquisitiveness can be achieved through qualitative research approaches based on post hoc, secondary, acute observation, proven business models in the field of marketing, management, finance, IT and philosophy.

PURPOSE OF THE STUDY

The purpose of the study is to find out the role of qualitative research in productivity and to develop a framework to increase productivity. In this research, two models have been developed which are original in nature and designed specially to serve the purpose of the research. The first model named as Star productivity model which explains the nature and future of productivity. The second model explains the theme of increasing productivity through qualitative research approach. This model named as Framework of productivity through qualitative research.

Following are some of the trends of qualitative research approach which are put into two questions and possible alternatives & methods to use. They are put into some Qualitative research approach questions just to check what kinds of results can be extracted.

How to enhance the managerial capability towards innovative activities of the organization.

- The approach maintains to seek managerial capability
- Identification of some innovative activities like managerial training, technology or performance based model
- Sampling method based on managers, technical managers or some top notch bosses at various level of fields
- Mentioning some of the reasons, why not all managers included?
- The subject or topic clearly defined and the researcher is moving towards the right direction
- The real observations mentioned after visiting lots of multinational and national companies to check the management styles, behavior and trends of motivational levels
- Easy language can be the best option to create interest of the reader
- Some limitations must be mentioned as some one could not travel to some of the countries like South America or Central America and some European countries
- Research Ethics as real references, bibliography, and very organized language and positive approach must be followed

This is all done in order to bring positive behavior and trust in data, confidence in registering results and presenting the results. Above questions and points can lead the researcher to identify the reasons of managerial capability.

Such questions are the prime requisite for any organization. These things can lead managers to take their companies to the right track of progress despite being in the definite and competitive crowds.

How to identify best training methods to spawn geniuses in the organization?

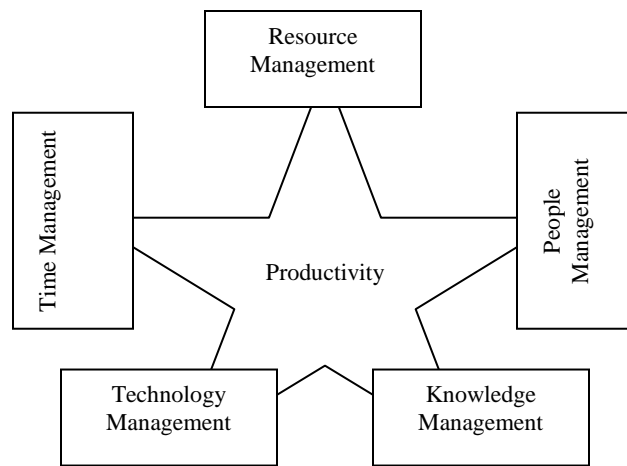
- The approach will seek some crucial methods that are presently followed in the organization
- The approach will identify the training methods to spawn geniuses to enhance the talent for the organizational leadership
- The appropriate sampling methods based on different countries and specific regions

- Proof of learning some organizational training methods
- The subject of the training and also development which will bring some improvement in the company
- The observation on some management and training styles with reference to American and Japanese Organizational set up
- Easy language of some technical managerial styles in multinational companies
- Limitations based on the availability of data
- Ethically jotted down some crucial research and language concerns
- Proof of data analysis and findings in the conclusion

The above reasons are identified to check some approaches for qualitative research. Following is the model that has been innovated in this particular research. The model named as Star productivity model which is based on different management elements.

The elements are adding lots of things to increase productivity and progress in the company. This particular research model certifies that companies can face problems if any one of its element is missed.

The purpose of generating and researching such model is to remind managers to follow and focus on such elements to take their companies to the climax. There is no way out to miss any of the elements.



(Star Productivity model)

RESOURCES MANAGEMENT

The prime requisite of the managers is to know how to minimize the wastage of company’s resources. Such efficiency is not easy but requires lot of efforts to identify the resources and maintain the proper management, company resources, market potentiality, product quality, efficient machinery, best advertising methods, finances, and image. To maintain such resources, every manager needs a TQM approach which is based on continuous improvement. The important thing is to identify the real market potentiality and invest money in the right project. If you can control finances and earn and make it double, then, you will no doubt be a successful manager and such thing will ensure productivity.

PEOPLE MANAGEMENT

In any organization, the HR department is the most important department. It is believed that people make the organization; they need to be trained, motivated and recognized in particular. This can bring a culture of loyalty and everybody will put efforts for the company's success. Such efforts will result in greater organizational productivity. Today's observation on people's management is to invest money in people, innovation and enhancing the commitment through relevant guidance and training. As it is to retain customers, the same is maintained to retain employees in this workforce diversity culture.

KNOWLEDGE MANAGEMENT

The Knowledge Management is the process of identifying relevant information from information overload. Today's mushroom information superhighway activities can confuse managers to find relevant information. To data mine the relevant information from today's huge data warehouse is the efficiency of managers which can be achieved through vast exposure, experience and trust in changing technological trends. Finding relevant information and identifying accurate information is one of the top requirements of CEOs, CIOs, CFOs, and COOs. Such identification will increase productivity in all times.

TECHNOLOGY MANAGEMENT

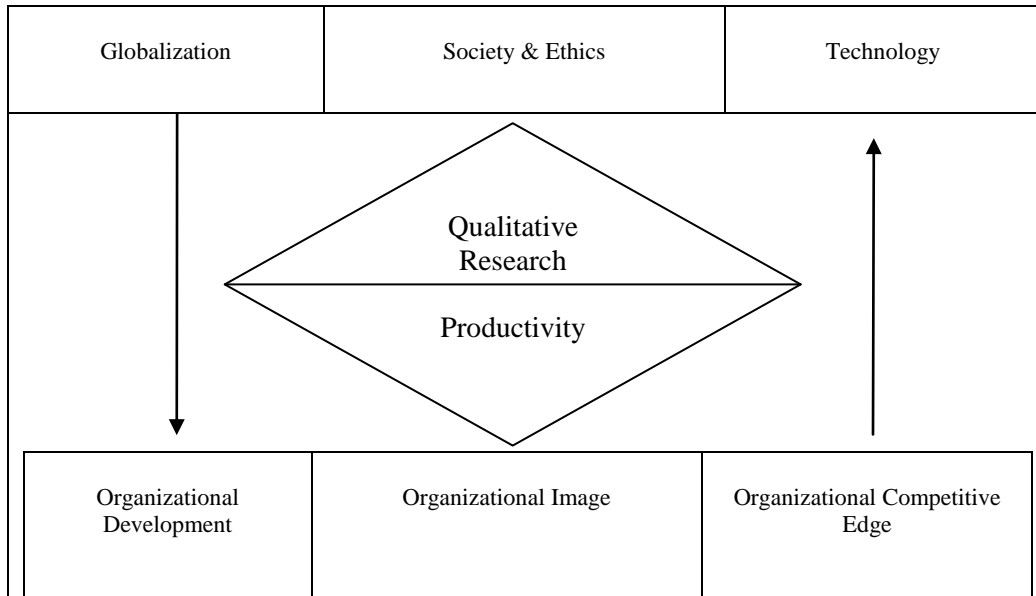
There is no way to survive without technology, whether it be information (cognitive or computer technology), managers are supposed to invest in technology and updates with the modern changes. The focus of the companies is always a customer, a customer who is literate now, has lots of choices available to him; he knows technology, it is better to come up with the flexible technology to entice him. Technology also helps you to get your product into the hands of the customers. Managing technology whether information, cognitive or computer will enable you to work smoothly with customers, suppliers, employees, govt. and also competitors. Such management will ensure better productivity.

TIME MANAGEMENT

This is very crucial in star productivity model because Time management is never managed timely. Some of the timely managed activities are, investment in IT, change management according to preference of the customers, changing as competitors are changing, changing advertising methods, managing employees' time not by interrupting but giving them laissez-faire in work.

THE ROLE OF QUALITATIVE RESEARCH APPROACH IN PRODUCTIVITY

Following framework is designed to check the authentic role of qualitative research with the help of international pressures and some required objectives. The framework shows that qualitative research approach into the above factors will ensure productivity which will result into the factors given below regarding organizational concerns.



Strategic Model (Framework of Productivity through Qualitative Research)

This comprehensive model supports productivity through qualitative research which brings organizational development, management and competitive edge after exploring and updating with three forces: Globalization, Society & ethics and Technology. All the organizations are affected by the ultimate forces which compel organization to use qualitative research. Apparently, the model justifies the two main crux factors which are together like magnetic and can result into the betterment of the organization.

GLOBALIZATION

The globalization is the concept which has changed the marketing trends, customer preferences, workforce diversity, mass customization and many other things which have empowered buyers. Companies are on the way to understand such time distance and ways to formulate strategies to cope with changing preferences of the customers. The lack of distance due to globalization has created lots of choices for the customers and companies have changed their management and marketing methods to entice them and retain them. Globalization has also created the room for the competitors to avail the chances to reach customers at any time.

SOCIETY AND ETHICS

The organization’s top priority is to maintain societal concept in product launching or innovations with the compatibility of governmental regulations. Ethics are the attractive points for the customers. If any company claims something in the advertisement, that must be fulfilled. Most of the companies get productivity increased on the basis of societal concepts and promises. For example maintaining green marketing rules and providing guidance to the customers is one of the examples.

TECHNOLOGY

Technology has been considered a great push to organizations. Technology is such a fruitful factor which is prime requisite for any organization to adopt. Customers demand flexible technology and respond to the flexible environment. Due to technological innovation, the power has been shifted from sellers to Buyers.

The qualitative research is the responsible factor for productivity. It is based on the crucial icons which are potential research areas with reference to organizational progress. In globalization, the qualitative research identifies the market potentiality, market conditions with reference to economic situation, formulates the strategies for getting product differentiation. Focusing on the globalization, the marketers will find what are the new trends and preferences of the customers and how they could be addressed. This all based on qualitative research approach and ensures the productivity. Focusing on the societal concept, qualitative research will bring unbiased data and mostly benefit the customers, society and government. It is very ethical to bring some contributions to country's economy by launching or selling products. Technology doesn't mean that this may create complicated dealing methods but a way to gain product innovations and flexibility to customers. The qualitative research approach is the main hub for focusing on globalization, society and technology. Through this approach, the companies identify the marketability, explores the competitive strategies and then developing competitive plans for the benefits of any organization. Qualitative research approach and its best possible methods, all detailed, observational, unbiased, scientific basis and qualitative results facilitate to best possible utilization and creates very spacious platform for productivity.

Productivity is the dependent on qualitative research approach and organizations not following such approach will definitely face complex situation. So the qualitative research is the main coordination function from globalization to technology to reach at productivity which will definitely result into the image of the company. Productivity is such an organizational confidence which maintains the organizational development, image, and competitive edge. Companies take ages to build an image and that image is developed by investing the efforts in qualitative research methods from market analysis, competition and to the strategic management activities.

The competition is always at faster pace but the above model is one of the guides for all the competitive managers to follow and adopt to work on, especially on the combination of qualitative research and productivity. The reason, the qualitative research and productivity are placed together in the model is because research shows that these two are the main crux factors in identifying the marketplace to achieve organizational excellence. The marketplace is achieved through understanding and researching on globalization, societal concepts and technology towards organizational development, image and competitive edge.

In the above model, the downward arrow from left shows that the factors like globalization, society and technology are important factors and need to be focused and studied with smartness to bring the downward factors like organizational development, image and competitive edge. The arrow from the downward to upward on the right are the players which show the development, image and edge are the results from changing pressures as globalization, society and technology. But the most important thing is that these upward to downward and downward to upward are only possible with the help of very flexible and authentic qualitative research approach that can certify the results into productivity. Managers need to understand today's utmost need and support to follow such strategic model as to bring product differentiation in the organization. There are hundreds of other models in marketing and management domains but this model appraises on the most demanded trends. The model is original and has been created to register the role of qualitative research in productivity.

RESEARCH METHODOLOGY

The research described in this paper has several objectives: First, the research is designed to understand and explicate the concept of Qualitative research and its role in achieving productivity In order to obtain a broad view of the topic, an exploratory study was conducted which was based on the literature survey and some structured and unstructured interviews. Second, the research highlights the areas of research and competitive edge. Third, the study focuses on constructive interaction to develop an increasingly sophisticated understanding of the factors of management, qualitative research and productivity. Few limitations came across from the response of some top level managers in Pakistan but after repetitive visits to authorities, websites and some topic related experts and review of literature survey, made it possible to collect enough information to meet the objectives. The response from the professors of some public universities and multinational companies was satisfactory and helped in the collection of relevant data.

CONCLUSION

This particular research concludes on the adoption of the models as star productivity model and strategic model (Framework of productivity through Qualitative research model). The serious focus on such models can lead organizations to greater productivity. It has been observed that most of the time managers look for some business models to ensure productivity, they do a lot research on such issues but the models which are mentioned in this paper are believed to be authentic to relax them. This model for qualitative research to productivity is new model and if followed will bring some prosperous results. The paper also justifies that there is umpteen role of qualitative research in productivity. This paper identifies two models to explain the role of qualitative research. There are some of the limitations which were faced during the research process but have not been mentioned due to the secrecy of the data. Despite being busy in just exploring beneficial model for their companies, managers should follow the model mentioned above; the above models will enable them to maintain long term plans and a better investment as justified in the paper.

SIGNIFICANCE OF THE STUDY

- The study appraises today, s companies need to focus on various segments to ensure productivity; they need to adopt models like strategic model (productivity through qualitative research)
- Study shows that companies must understand some crucial pressures like globalization, ethics and technology and take initiative to be updated with them. This will bring the change and give you ultimate productivity and also competitive edge.
- The study explains that Managers procrastinate the precious time in finding real problem solution and take ages to identify but if they understand the star productivity model and Strategic model (Productivity through qualitative research) will definitely bring some better results.
- The study supports that companies must realize the strong utilization of qualitative research which can give them better productivity results.

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ACRONYMS USED IN THE PAPER

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|-----------------|--------------------------------------|
| • BPR | Business Process Reengineering |
| • BCG | Boston Consulting Group |
| • TQM | Total Quality Management |
| • HR Department | Human Resource Management Department |
| • CFO | Chief Financial Officer |
| • COO | Chief Operating Officer |

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