

Role of Strategic Characteristics and its Impact on Organizational Performance. A Study of RG Pharmaceutical Peshawar Pakistan

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Abstract

9 This research examines the relationship of firm performance dependency on, strategic
10 contribution, Personal credibility, HR delivery and business knowledge. This research has
11 focused on RG pharmaceutical firm i.e. from Peshawar, Pakistan. Research analyzed the
12 involvement of these four variables in performance of RG pharmaceuticals. Results show that
13 there is significant relationship between RG performnce and strategic contribution, Personal
14 credibility, HR delivery and business knowledge. Study use framework consisting of different
15 variables and regression and correlation analysis of these variables is conducted to find
16 relationship between dependent and independent variables. The knowledge from the results of
17 this study serves as basis of recommendations for maximizing and help RG pharmaceuticals
18 that how and which variable has more impact on it productivity. The result shows that the
19 strategic contribution and HR delivery play vital role in the performance of RG
20 Pharmaceutical.

22 **Index terms**— RG pharmaceutical, Organizational Performance, Personal Credibility, Business Knowledge.
23 According to research of Delery, J.E. (1998) the measuring and importance of variables for organizational
24 performance is not easy job. But certain variables play a vital role in performance of organization. Personal
25 credibility and personal skills of employees is one prominent factor for organizational development. But still for
26 personal credibility the motivational factor is important because even a skillful person can't perform well in stress
27 and non motivated conditions.

According to Guthrie, J. (2001) management style is an important factor for organizational performance. But the important factor is how human resource of organization makes policies and rules for the management style and how much business knowledge they have. More knowledge an employees has about a job, better he can react to the strategic environment.

According to Patrick m. Wright (2003) firms compares themselves with each other in terms of better productivity, sale, profit, market share and stock prices. All these factors can be only achieved if a firm has good HR delivery. For any successful organization hr delivery is an important factor. According to ??oundt et all (1996) Organizational performance depends upon hr delivery. Good and high efficient hr delivery can play vital role in the performance of any organization. Especially for the sale people it's important to deliver product content to consumer effectively.

According to Ichniowski C., Shaw et al (1997) Strategic characteristics like Strategic contribution and business knowledge are the key factors for organizational performance. According to his research business knowledge is important, as without knowledge and information the defense for any strategic situation is not possible.

41 Study of Gunasekaran A et al (2001) shows that personal credibility increase individual and organizational
42 performance. It covers the weak point at personal level. Furthermore the training and development enhance
43 this process. A good leader is leader as having higher personal credibility. But still this is not the only

7 HYPOTHESES OF THE STUDY AND REGRESSION ANALYSIS

44 factor for the organizational performance. There many factors which can affect its performance with different
45 environment and situations. ??996) each and every firm has its own purpose. In order to achieve those purposes
46 organizations develop its own goal and objectives. In order to gain those goals different internal and external
47 factors affect organizational performance. It is not clear that those factors will be single or multiple which can
48 affect organizational performance. But one thing is sure that lesser the problems greater the productivity.

49 1 B

50 II.

51 2 METHODOLOGY

52 As this research is focused on the RG pharmaceutical company. So from RG pharmaceutical Peshawar randomly
53 a sample of 80 employees was selected for data analysis.

54 The Likert scale questionnaire is designed for collecting the data from the mention organizations i.e. RG
55 pharmaceutical, Pakistan. Furthermore, this questionnaire is distributed among the employees of organization.

56 The number of participants who contacted was 80. For data collection among 80 employees of RG
57 pharmaceutical a research instrument was distributed. The response from respondent was 100% and regression
58 and correlation analysis is conducted on mentioned sample size.

59 3 III. THEORETICAL FRAME WORK OF THE STUDY

60 There are two variables discussed in this study, i.e. independent and dependent variables. The below figure shows
61 the variables that organizational performance is dependent upon inside the figure i.e. strategic contribution,
62 Personal credibility, HR delivery and business knowledge are independent.

63 4 Business knowledge

64 The theoretical frame work of the study includes all those variables that are identified along with corelation
65 after applying the statistical tools. The strategic contribution, Personal credibility, HR delivery and business
66 knowledge are the independent variables and organization performance depends upon these four variables in
67 study. Study identified the relationship among above variables. On the basis of these variables a conclusion and
68 recommendations is provided. .

69 5 IV.

70 6 RELIABILITY OF SCALE (RG PHARMACEUTICALS)

71 The below table shows the reliability of the data collected from the both firms. The following scales show that
72 the data collected RG pharmaceutical is reliable and respondents answered accurately. Because the variables are
73 exceeding from 70% which is the standard of acceptance for reliability. The above table calculations suggest that
74 the responses given by RG pharmaceutical employees are reliable.

75 V.

76 7 HYPOTHESES OF THE STUDY AND REGRESSION 77 ANALYSIS

78 An overview of the hypothesis related to the relationship between organizational performance with Strategic
79 contribution, personal credibility, HR delivery and Business knowledge.

80 In order to test the hypothesis of the study four regression equations were developed along with four
81 hypotheses. Study shows that there is insignificant relationship between the organizational performance and
82 following hypothesis. Hypothesis 1 : Ho: There is no effect of Strategic contribution on RG Table 1 show that
83 the overall model is highly significant for RG pharmaceuticals. There is an insignificant relationships exist between
84 RG Pharmaceuticals performance has significant relationship with Strategic contribution (t-statistic = 11.065 and
85 P-value= 0.000) which mean Strategic contribution has an impact on RG Pharmaceuticals performance. There
86 is significant relationship exist between RG Pharmaceuticals performance and personal credibility (t-statistic =
87 7.225 and P-value= 0.000). There is significant relationship exist between RG Pharmaceuticals performance and
88 HR delivery (tstatistic = 11.376 and P-value= 0.000).

89 There is a significant relationships exist between RG Pharmaceuticals performance and Business knowledge
90 (t-statistic = 8.528 and P-value= 0.000) ¹

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Figure 1:

7 HYPOTHESES OF THE STUDY AND REGRESSION ANALYSIS

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H1: Effects of Strategic contribution exist on RG Pharmaceuticals performance.

Hypothesis 2:

Ho: Personal Credibility does not enhance the RG Pharmaceuticals performance.

H1: Personal Credibility enhances the Pharmaceuticals performance.

Hypothesis 3:

Ho: HR delivery does not have an impact on RG Pharmaceuticals performance.

H1: HR delivery has an impact on RG Pharmaceuticals performance.

Hypothesis 4:

Ho: Business Knowledge does not have an impact on RG Pharmaceuticals performance.

H1: Business Knowledge has an impact on RG Pharmaceuticals performance.

per-

for-

mance.

Personal Credibility enhances the

S.No	R RG Pharmaceuticals Variables	Cronbach's Alpha
1	Organizational performance	0.813
2	Strategic contribution	0.718
3	Personal credibility	0.784
4	HR Delivery	0.768
5	Business knowledge	0.823

Figure 2: Table I -

1

S.No	RG Pharmaceuticals Dependent Variables	Independent variable	Adjusted R square	F	B	St. Error	T	P. Value
1	Organizational performance	Strategic contribution	.658	122.442	.727	.066	11.065	0.000
2	Organizational performance	Personal credibility	.448	52.201	.595	.082	7.225	0.000

Figure 3: Table 1 :

91 .1 April

92 which mean Business knowledge increase its RG Pharmaceuticals performance.

93 Hence the above result shows that the RG Pharmaceuticals performance is dependent upon above mentioned
94 variables.

95 .2 VI.

96 .3 CORRELATION ANALYSIS

97 To check the presence of relationship amongst the explanatory variables and explore the strength of associations
98 between the variables, different guidelines have been suggested by statistician and they classify the strength of
99 association between variables. As shown in table 2, there is strong association between RG Pharmaceuticals
100 performance and strategic contribution with correlation coefficient ($r = 0.815$).

101 Survey demonstrates that there is a strong relationship between RG Pharmaceuticals performance and personal
102 credibility with Correlation coefficient ($r = 0.676$).

103 For RG Pharmaceuticals performance and HR delivery correlation coefficient is ($r = .822$) which is high. Which
104 mean that HR delivery has a greater influence on RG Pharmaceuticals performance.

105 As shown in table ??, there is strong association between RG Pharmaceuticals performance and business
106 knowledge with correlation coefficient ($r = .735$).

107 .4 VII.

108 .5 CONCLUSION

109 Research finds that there is a significant relationship between the dependent and independent variables RG
110 pharmaceuticals. Meaning to say that the independent variables i.e. strategic contribution, Personal credibility,
111 HR delivery and business knowledge are independent has an impact on RG pharmaceuticals performance. of
112 Furthermore, on the basis of research calculation, it has been found that the most prominent variable which is
113 contributing most for RG pharmaceuticals performance is HR delivery with correlation ($r = .822$).

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