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Employee turnover intention poses significant challenges to corporate entities as it negatively impacts firm progress, productivity, and customer fulfilment. While some organizations accept turnover as a norm in the automobile sector, understanding its effects is crucial. This research assesses sales staff job turnover at JA Plant Pool, identifies its causes, and examines its implications on the sales team, customers, and the organization. A mixed-methods approach was used, with 237 respondents randomly and purposively selected. SPSS, Microsoft Excel, and content analysis were employed for data analysis.

The study reveals that sales staff job turnover at JA Plant Pool is alarmingly high, with turnover rates reaching 35.9% over the past year. This rate highlights the urgent need for intervention to address the adverse effects on the company's performance and customer satisfaction. Among the causes of turnover, improper management systems were identified as the primary factor, contributing to approximately 23.4% of turnover cases. Additionally, low salaries accounted for 15.7% of turnover cases, while delayed promotions and limited growth opportunities were responsible for 12.8% and 9.3% of cases, respectively. The presence of better job opportunities in the market played a significant role, contributing to 19.6% of turnover cases, and the lack of adequate tools and resources accounted for 13.2% of turnover cases.

The consequences of high sales staff job turnover have far-reaching implications for the organization and its customers. The turnover not only disrupts team dynamics but also incurs significant recruitment and training costs for replacements, averaging approximately \$12,000 per new hire. This hampers the overall productivity of the organization, resulting in an estimated 15% decrease in sales revenue over the past year. Moreover, poor customer service delivery was reported by 41.5% of respondents as a direct consequence of high sales staff turnover. The disruption caused by frequent turnover leads to inconsistent service quality, resulting in 28.6% of customers expressing dissatisfaction and considering switching to competitors. The inability to meet daily sales targets affected approximately 36.2% of sales staff, directly correlated to the turnover rate. The study found that the turnover-related decrease in team productivity resulted in a failure to achieve 17% of the monthly sales targets during the study period.

Furthermore, the study's findings hold significant implications for the broader automobile industry. High turnover rates and their negative effects on firm performance and customer satisfaction are likely prevalent in other companies within the sector. Addressing these issues at JA Plant Pool could serve as a valuable model for other organizations seeking to improve employee retention and customer service. Despite the comprehensive nature of this research, there are potential limitations to consider. The study focused solely on sales staff turnover at JA Plant Pool, leaving room for future research to investigate turnover patterns in other departments or job roles within the company. Additionally, the mixed-methods approach employed in this study provided a holistic understanding of the issue, but more in-depth qualitative analysis could offer deeper insights into the experiences and perspectives of sales staff and customers.

In conclusion, this study sheds light on the critical issue of sales staff turnover and its impact on JA Plant Pool's performance and customer satisfaction. By addressing the identified causes and implementing the recommended strategies, the company can foster a positive work environment, enhance employee retention, and elevate customer service standards. The lessons learned from this research have the potential to benefit the broader automobile industry, ultimately contributing to improved organizational efficiency and customer loyalty.

Keywords: Turnover, Firm Performance, Customer satisfaction, Automobile Sector, Low Salaries, Job Opportunities, Recruitment Costs.

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Abstract

The international education market is becoming more competitive as the number of higher education institutions (HEIs) increases worldwide. This requires higher education institutions to seek new ways to improve their inward export performance (IEP) in the international market. For this, a systematic literature review (SLR) could help researchers and policy makers to systematically review and understand the existing literature regarding higher education export. The objective of this study is to identify the internal, external factors and international marketing strategies that influence inward export performance of higher education industry. Based on the SLR inclusion and exclusion criteria, this paper discovered a total of 61 peer-reviewed papers published over a 10-year period (2011-2021), and reviewed by this paper. The SLR reports demonstrated that different countries used various strategies to attract international students to develop internationalization and to increase their higher education export. The role of factors such as higher education agents is repeated in some studies. Findings also highlighted the significant role of factors such as export market orientation (EMO), mobility, education quality, country image, visa regulation, social, cultural, political factors, and language, as export facilitating factors. This study contributes to higher education internationalization, development of export international marketing in the higher education industry, from the systematic literature review in higher education export. The higher education providers can use the results of this review in designing their strategies to attract international students.

Keyword: Higher education export, Higher education internationalization, International Marketing strategy, Mobility, Systematic literature review

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