

Strategies for Overcoming Internal Deficiencies: Enhancing Organisational Efficiency, Performance, and Competitiveness

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ABSTRACT

In the current fiercely competitive business landscape, organisations must consistently endeavour to improve efficiency, performance, and competitiveness. The efforts were greatly hindered by internal shortcomings, including a deficiency in core competencies, poor staff morale, and an unfavourable work environment. This research aimed to tackle these difficulties by using strategic management, efficient leadership, and a dedication to ongoing development. To achieve long-term success, it was crucial to identify the strengths of the organisation and make investments in training and development to cultivate core capabilities. To enhance employee morale, which was correlated with heightened productivity and work satisfaction, effective leadership, transparent communication, and avenues for professional development are essential. This study investigated the influence of these variables on the operational effectiveness of organisations in the telecommunications industry in southeastern Nigeria, and the findings provided valuable insights into successful tactics for addressing internal vulnerabilities, strengthening organisational resilience, and cultivating a supportive work culture. Ultimately, these insights will contribute to maintaining a competitive edge over time.

Keywords: Organisational culture, Performance of an organization, Strategic management, Ongoing enhancement, Telecommunications industry.

INTRODUCTION

In the current fiercely competitive business environment, organisations must constantly endeavour to improve their efficiency, performance, and competitiveness. Internal shortcomings, such as a deficiency in fundamental skills, diminished employee motivation, and an unfavourable work environment, may greatly impede an organisation's capacity to accomplish these objectives. To rectify these shortcomings, a comprehensive strategy is necessary, including strategic management, efficient leadership, and a steadfast dedication to ongoing development.

Developing and improving core abilities is a key strategy for addressing internal weaknesses. Core competencies refer to the distinctive qualities that provide an organisation with a competitive edge and are essential for its long-term success [1]. To build these abilities, it is necessary to identify the primary areas in which the organisation excels and allocate resources towards training, development, and other means of enhancing these areas. Enhancing

organisational performance may be achieved by using strategies to improve staff morale. Elevated morale is linked to heightened production, enhanced work satisfaction, and decreased turnover rates. Creating a healthy workplace culture requires effective leadership, clear communication, and opportunities for professional progression [2].

In the current dynamic and cutthroat business landscape, organisations often encounter internal shortcomings that hinder their capacity to attain maximum efficiency, performance, and competitiveness. The presence of these shortcomings, such as a deficiency in essential skills, diminished employee motivation, and an unfavourable work environment, pose substantial obstacles that must be resolved to guarantee enduring prosperity and viability. First and foremost, the absence of essential skills and abilities is a crucial problem. Core competencies are crucial for gaining a competitive advantage and maintaining the long-term survival of the organisation [3]. Nevertheless, many

organisations struggle to recognise and cultivate these distinctive qualities, leading to a dearth of creativity and an incapacity to distinguish themselves in the market. Furthermore, a widespread issue that impacts several organisations is the presence of poor staff morale. Diminished morale may result in reduced productivity, elevated turnover rates, and heightened absenteeism, all of which have adverse effects on organisational success [2]. Low morale may be attributed to factors such as ineffective leadership, insufficient communication, and a dearth of prospects for professional progression. The study was designed to assess the influence of a deficiency in fundamental skills and abilities on the ability of an organisation to innovate and differentiate itself in the market, investigate the correlation between employee morale and organisational performance, and also

evaluate the impact of workplace culture on employee engagement, cooperation, and retention. The research addresses internal shortcomings and improves organisational efficiency, performance, and competitiveness in the research. This included searching Google Scholar and Scopus for relevant phrases. Without non-English or irrelevant sources, it prioritised 20-year-old peer-reviewed journals, books, and dissertations. Reviews checked titles and abstracts, removed duplication, and analysed techniques and results. The research documented successful ways for resolving internal shortcomings and built a model to enhance organisational performance.

Purpose

Organisations aiming to improve efficiency, performance, and competitiveness often encounter internal shortcomings that impede their growth. To overcome these obstacles, it is necessary to implement strategic initiatives and embrace creative techniques. This literature review examines the most current approaches and models for tackling internal weaknesses, with a specific emphasis on dynamic capacities, resource allocation, and resilience methods. Dynamic capabilities refer to a firm's ability to adapt and change in response to a changing environment. Strategic behaviour, on the other hand, refers to the deliberate actions taken by a firm to achieve its long-term goals. Organisational success heavily relies on dynamic capabilities, which refer to the capacity to effectively incorporate, construct, and adapt internal and external skills and resources to tackle swiftly changing circumstances. Recent studies have shown that strategic behaviour plays a crucial role in effectively using these capacities. For companies to stimulate innovation and stay

competitive, they need to actively explore opportunities and efficiently manage resources [4]; [5]. This entails not only recognising potential prospects but also guaranteeing the availability of essential resources to properly capitalise on these prospects. Resource allocation refers to the process of distributing and assigning resources to achieve strategic objectives. Strategy implementation, on the other hand, involves putting plans into action to accomplish organisational goals. Effective allocation of resources is crucial for the effective execution of plans. Assigning financial, human, and technical resources to important projects helps propel strategic objectives. It is crucial to evaluate the skills and competencies necessary for implementing the plan, which may include implementing training programmes or recruiting new personnel [6]. It is crucial to monitor and make adjustments to the plan based on key performance indicators (KPIs). This flexible approach guarantees that the strategy stays in line with the changing business environment.

Strategies for Building Resilience in Advance

Organisational performance is greatly influenced by proactive resilience plans and ambidextrous competencies. A recent study emphasises that small and medium-sized enterprises (SMEs) in the manufacturing sector may improve their performance by using these tactics. Resilience methods empower

organisations to endure disturbances and swiftly recover, while ambidextrous skills enable them to effectively balance exploration and exploitation operations [7]. These tactics are crucial in the field of supply chain management, since interruptions may have a significant influence on operational continuity.

Employee Conduct and Corporate Culture

The significance of employee behaviour and organisational culture in strategy execution cannot be exaggerated. In a world characterised by volatility, uncertainty, complexity, and ambiguity (VUCA), the actions of workers have a substantial influence on the success of strategic efforts. Organisations should cultivate a culture that promotes agility, flexibility, and resilience. This entails fostering cooperation, exchanging information, and constantly acquiring new skills to handle the intricacies and uncertainties of the contemporary corporate landscape

(IntechOpen, [8]) To rectify internal shortcomings, it is necessary to adopt a comprehensive strategy that involves improving the ability to adapt to changing circumstances, allocating resources strategically, using proactive tactics to bounce back from setbacks, and cultivating a supportive organisational culture. By incorporating these components, organisations may enhance their effectiveness, productivity, and competitiveness in a swiftly evolving business environment. Further investigation should be conducted to delve into these domains, yielding a

more profound understanding of efficacious tactics for surmounting internal shortcomings. This literature study offers a thorough comprehension of the present

methods for addressing internal weaknesses and emphasises the significance of a complete strategy for improving organisational performance.

CONCLUSION

Improving internal weaknesses is crucial for increasing organisational efficiency, performance, and competitiveness. Dynamic capacities, resource allocation, proactive resilience tactics, and a supportive organisational culture are crucial factors in successfully addressing these difficulties. By incorporating these techniques, organisations may adjust to changing surroundings, consistently innovate, and sustain a competitive advantage. The successful execution of strategic objectives relies heavily on the behaviour of employees and the culture inside the organisation. Additionally, organisational efficiency and responsiveness may be improved by efficient knowledge management methods. Foster behaviours that actively seek out opportunities and

effectively manage resources. Implement Proactive Resilience Strategies: Cultivate ambidextrous talents to effectively manage both exploratory and exploitative actions. Create and implement ways to build resilience, enabling the ability to endure disturbances and bounce back swiftly. Enhance Resource Allocation Efficiency: Allocate financial, human, and technical resources to crucial projects in an optimal manner. Continuously evaluate and modify the allocation of resources according to Key Performance Indicators (KPIs). Encourage the development of agility, flexibility, and resilience by fostering cooperation, sharing information, and promoting continual learning.

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