



APPROACHES TO ORGANIZATIONAL EFFECTIVENESS AND THE SUCCESS OF
ENTREPRENEURIAL ORGANIZATIONS IN EASTERN NIGERIA

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ABSTRACT

The study investigated the application of the approaches to organizational effectiveness and their influences on the success of entrepreneurial organizations in Eastern Nigeria. The study adopted a descriptive survey design. The population is made up of the entrepreneurs in the Eastern Nigeria out of which a sample of 520 respondents was selected from 520 entrepreneurial organizations in Eastern Nigeria. 520 questionnaires were distributed to these entrepreneurs, but only 400 questionnaires were collected and analyzed. Two research questions were raised while one null hypothesis was formulated and tested using t-test statistical method at 0.05 level of significance. The results showed the influence of the constituency approach recording the highest level followed by the goal approach. The system resource came third, followed by the internal process approach. The domain approach recorded the least influence on entrepreneurial success. The main findings are that the different approaches had significant influences on entrepreneurial success, but the level of influences varied with the different approaches. Based on the findings, it was recommended that entrepreneurial organizations should adopt the consistency approach in measuring the effectiveness of their organizations. Secondly, since each of these approaches had significant influences on entrepreneurial success, entrepreneurs should combine these approaches for variety's sake in the attainment of entrepreneurial success in Eastern Nigeria.

Keywords: Organizational Effectiveness, Approaches, Entrepreneurial Success.

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