

**BUSINESS PROCESS REENGINEERING AND ORGANIZATIONAL
PERFORMANCE OF SELECTED AUTOMOBILE FIRMS IN SOUTHEAST OF
NIGERIA**

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ABSTRACT

The Federal Government of Nigeria following the poor performance of the automobile industries in Nigeria came up with policy reform 2013 which will create a robust market for locally made vehicle. The broad objective of the study is to determine the extent of business process reengineering in the performance of some automobile firms in the Southeast. The study seeks to find out specifically the extent to which work process innovation influences employee retention, to determine the level of relationship between process redesign and employee satisfaction and to determine to what extent custom excise duties can influence the organizational success. The study is anchored on Business Action theory. Three research questions and hypotheses were formulated in line with the specific objectives. In pursuance of the objectives of the study, the descriptive survey design was adopted. The study worked with sample size of one hundred and twelve persons from the population of Eight hundred and twenty seven, eighty-two was selected using random sampling and complete enumeration method was also used. Pilot study was conducted using a test retest method to establish the reliability of the research instrument. The validity of the instrument was also tested. Pearson's product moment correlation was used for data analysis and Z test was also used to test the significance of the coefficient of correlation at 0.05 level of significance. The findings revealed that there is positive relationship between process redesign and employee satisfaction, that work process innovation influences employee retention and that custom excise duties influence organizational success. This implies that well-structured work process activities and effective custom excise duties will enhance organizational performance. The study recommends that the automobile firms in Nigeria need a wave of process redesign that can unfold more flexibly and rapidly to meet the ever changing requirements of an increasingly diverse customer base.