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Developing Business Services Using IBM SPSS Statistics

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Abstract

Developing Business Services. The context of this study, business development services for entrepreneurs their business needs to be offered in various phases non-financial services and products are defined as business services a business a supportive but firm object describes non-productive work and a common term. Information technology (it) is procurement, in many businesses like shipping and finance an important supporting service is a commercial service. A good business the service is the company's it assets of employees and customers aligns with requirements and it supports business goals facilitates company profitability. It sector provides business documenting the value, it of infrastructure processes audit, it service inventory creation or renewal and/or a to improve communication employee self-service portal includes delivery. More about this source text required for additional translation information send feedback side panels Business services are a support business but produce a solid product describes work not done. A common term. Information technology (it) is procurement, shipping, and many business services like finance an important business to support service. Business development is in your company and promoting development to increase revenue strategies and opportunities are the process of implementation. To help your business grow pursue opportunities, new identifying opportunities, converting more customers this includes commercial services are activities that help businesses are referred to as, but a does not provide tangible substance. For example, information technology is shipping, procurement, and various business like finance business that supports services service. Your environment by improving the system long-term for your company business is about creating value the goal of development. To do that, first, your market, customer, competitors, and others about related stakeholders developing deep knowledge should take. SPSS statistics is a data management, advanced analytics, multivariate analytics, business intelligence, and criminal investigation developed by IBM for a statistical software package. A long time, spa inc. Was created by, IBM purchased it in 2009. The brand name for the most recent versions is IBM SPSS statistics. conduct extensive market research, raise visibility and awareness, promote thought leadership, conduct outreach, quality leads, provide exemplary customer service, develop sales content from success stories. The Cronbach's alpha reliability result. The overall cronbach's alpha value for the model is .490 which indicates 50% reliability. From the literature review, the above 46% cronbach's alpha value model can be considered for analysis. the overall cronbach's alpha value for the model was .490, indicating 50% reliability. From the literature review, the above cronbach's alpha value of 46% can be considered to analyze the model.

Keywords: SPSS statistics, promote thought leadership, conduct outreach, quality leads.

Introduction

Services in manufacturing companies despite the established advantages, very few service managers in expanding the business to invest resources are encouraged. Qualitative and quantitative research of a combination of approaches basically, managers are not easily discouraged we explain that service in manufacturing companies to expand the business managerial motivation is natural a process to grow like to do so, typical of manufacturing companies some of the behavioral processes managers must pass [1]. Service business model innovations serviceization performance effects and with product innovations about its interactions recent empirical findings are mixed. Respect of formation and complementarity based on demand using the lenses of vision, two major service businesses performance impact of models explored: product specific model and customer-specific model, with product innovations jointly implemented. Service business model innovation and product innovation the relationship between long-term performance benefits and sacrifice of short-term performance in conjunction with the results indicate [2]. Various manufacturing companies wholesale despite growing into solution providers, any research is their service not specifying orientations. On organizational service, climate creating literature, this study organizational parameters, and service business orientations explores, which are related to product sales and manufacturing explain the service level of companies [3]. Most research to date, why and how service companies internationalize or different aspects of internationalization focus on methods. In contrast, globalization drivers and universal the application of the strategy is varied how to types of services applicable, and production compared to businesses what differences there may be we will examine that. By doing so, we are two different we connect structures, one is a global strategy created to analyze, and one is for service businesses [4]. Product-service market performance of the business question about, preparation and between service sales based on the interaction in especially relevant both functions are one complementary and mutually reinforcing relationship and substitution show the relationship [5]. As a supplier of spare parts starting with, various maintenance services and total settlement including service contracts as a service

portfolio gradually expanded. As a result, its product offers various related services its innovation in offering motivation is integral to the product-service business modeled to development [6]. services marketing literature in the early 1980s, already marketing concepts in define, describe and extend, and replicated. The latest service sector in times with explosive growth, services marketing related for continuous development of knowledge given more importance thousands of articles have been written [7]. Recent studies new product development (NPD) process includes several recommendations (see, for example, creating new products the process is multi-stage and should be separated. Most objectives in settings to set up and create there are separate steps. Ideas, screening ideas/comments, development, business analysis, testing, introduction, and post evaluation [8]. In recent years, electronic business (e-business) too in controversial research areas formed together. Dot-com despite the bursting of the bubble, many companies have their company e-commerce in value chains continue to use [9]. Politics of the north (1990) national institutions of economy and economic behavior based on the comments of formal and informal organizational features are cross-border the acquisition agreement will close how about possibilities affects, as well as it and the time taken to complete we will investigate [10]. Longer term than transactions education for marketing relationships and increasing business focus illumination. Therefore, companies are long-term customers improve relationships, as a result of dissatisfaction customer exit if you want to reduce why customers stay understanding the phenomenon of necessary also, many future ones for organizations with switchers this study may be important, because why these customers that they are staying understanding is important, too such companies are such customers are positive and in negative ways no exit can be encouraged to the extent [11]. Business services gross domestic 11 percent of production, commercial integration of processes, as well as 4 million or one in seven with a built-in supplier UK highly specialized employs workers. In 1998-2004, for high-performance business-service product incentives. Third, professional development an increase of 23.6 percent it is argued that, while employment growth was 20.2 percent 28.8 percent at knife point compared to growth, productivity of the two sources and 22.8 depending on the composition) at work percent reduction- productivity development that is, in production more cement). Therefore, productivity growth, from customized solutions, along with employment summary, productivity in business services work increased during expansion [12]. All companies provided goods or services and markets served a domain. In a diversified firm, corporate domain miscellaneous is defined by business units, in their respective market place one or more liability for the supply of products. The charter of a business unit is the product-market domain, in which the business unit participates and within the organization to that responsibility is assigned [13]. Specifically, business services technology changes and economic are among the key drivers of progress believed together. Since 1982 during the period up to 1996 calculated labor codes as seen, in business services an increase of more than 70 percent one observes. In west Germany about 8 out of the total employment percent are in business services there are specifically, information and communication technologies utilizing and knowledgeable business services company's technology in economics of those who exchange information are playing an increasing role [14]. IBM, accenture, mckinsey, and so on companies like eds are common they are all knowledge-intensive business service companies are, knowledge of their customers to create a customized service solution or "to co-produce they play an important role in helping. Such knowledge-intensive business-to-business services innovation and in value creation an increasingly large share have international standard isic 8 financial of industry classification, insurance, real estate and of business services value added statistics consider knowledge-intensive business growing services economic importance has been demonstrated [15].

2. Materials & Methods

Evaluation parameters: conduct extensive market research, raise visibility and awareness, promote thought leadership, conduct outreach, quality leads, provide exemplary customer service, develop sales content from success stories.

Conduct extensive market research: Market research, "marketing also known as "research", it is directly with customers a thorough research conducted of a new service or product determine reliability is the process. Market research a company's target market find out, about a product or interest in a service feedback from consumers and getting other opinions allows this kind of research is by the institute or in market research professional third internally by party company may be conducted. Studies, and product testing this can be done through focus groups.

Raise visibility and awareness: It gets thrown around a lot a word, but it is like what soda is brand. Although consumer goods or accounting although a professional service, brands are the personality of a business to measure its impact how can it be measured a person with that company connecting emotions, images, and contacts are usually well thought-out by the team planned. Companies positive their company strives for communication and it costs a lot of money to do this. A famous example of this is coke christmas polar bears. Merry christmas to you thinking about memories when you are about coke they want to think want, so you every holiday season you want to add coke or better yet, you have a positive experience whenever received.

Promote thought leadership: A thought leader is given an exceptional experience in the market and as a successful company can be. Or a brand content marketing important topics by to spread the word about, anyone else well more than an industry of the content of the persons who know it can be a package. At its core, though leadership is a marketing strategy, it will sell less focus on content pays and make yourself an expert in the field in sustaining content pays more attention. Your target audience for questions asked the goal is to respond.

Conduct outreach: Student and academic life and the university of kentucky one of the overall mission part of the uk advice centre stock and availability inform psychological services less usable counseling for students of central resources and services increase usage. Ukcc, mental illness, and help-seeking associated with reducing stigma are also a challenge and to do. Accessibility increase. For self or others harmful behaviors protection of students in prevention increase. In the uk community or the university manifest in any society psychological and emotional respond to needs. Affect the university community related to any crisis. Affecting a university community emotional or psychological suggests vulnerability identification of behaviors about visible form

Quality leads: Every experienced marketer also knows all lead follow-up is not worth it. Some potential customers window shopping" only and others to our product not ideal. But which ones do we know which ones? In this article, quality sales to identify, from wheat

how to separate the wheat find out. You are if you are a marketer, of a magician to reads minds if you have the tool, high quality can be distinguished. Leads, and are not worth the time. Marketing automation it's come a long way, that although still unable to read minds, it's better helps to extract tracks.

Provide exemplary customer service: You and your team will deliver a level of customer service, your customers are yours a way of looking at business contributes. It will buy them can also affect results. For example, the ideal customer leads to customer service increasing numbers and online for a transaction through referrals more dollars per customer the amount is spent. Customer service planning, upgrading, and sustaining your business through excellent customer service create the culture. Face-to-face with the customer, over the phone, or online how nice to deal with your customer service is important.

Develop sales content from success stories: The sales success story is internally designed for communication purposes, they are a sales representative there how to process the purchase led and with a client that the sale was completed talking about how to delegate for having achieved success they provide insights, more successful techniques on how to use to their peers about can provide ideas.

Methods: IBM created the statistical software package SPSS statistics, which includes features for data management, advanced analytics, multivariate analytics, business intelligence, and criminal investigation. Spa inc, a long time. Was developed by IBM and bought in 2009. The most recent versions are marketed under the name IBM SPSS statistics. It is usual to practice utilizing the "statistical package for the social sciences" (SPSS), a collection of software tools for modifying, analyzing, and displaying data. SPSS supports several formats. To expand the software's data entry, statistical, or reporting capabilities, many add-on modules can be purchased. The main application is known as SPSS base. The most crucial of them for statistical analysis, in our opinion, is the SPSS advanced models and the add-on modules for the SPSS regression model. Additionally, independent programs that connect with SPSS are available from spas inc. SPSS is available in versions for windows (98, 2000, me, nt, and xp), supported by windows 2000 running SPSS version 11.0.1. Although further versions of the SPSS will most likely be available by the time this book is released, we are certain that the SPSS instructions provided in each chapter will still apply to the studies outlined.

3. Result and Discussion

TABLE 1. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.490	.463	7

Table 1 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .490 which indicates 50% reliability. From the literature review, the above 46% Cronbach's Alpha value model can be considered for analysis.

TABLE 2. Reliability Statistic individual

Item-Total Statistics	
	Cronbach's Alpha if Item Deleted
Conduct extensive market research	0.476
Raise visibility and awareness	0.509
Promote thought leadership	0.494
Conduct outreach	0.26
Quality Leads	0.309
Provide exemplary Customer Service	0.573
Develop sales content from success stories	0.428

Table 2 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results Conduct extensive market research 0.476, Raise visibility and awareness 0.509, Promote thought leadership 0.494, Conduct outreach 0.26, Quality Leads 0.309, Provide exemplary Customer Service 0.573, Develop sales content from success stories 0.428

TABLE 3. Descriptive Statistics

Descriptive Statistics													
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Conduct extensive market research	28	4	1	5	93	3.32	.263	1.389	1.930	-.003	.441	-1.444	.858
Raise visibility and awareness	28	4	1	5	94	3.36	.268	1.420	2.016	-.273	.441	-1.089	.858
Promote thought leadership	28	4	1	5	96	3.43	.215	1.136	1.291	-.300	.441	-.157	.858
Conduct outreach	28	4	1	5	88	3.14	.307	1.627	2.646	-.025	.441	-1.667	.858
Quality Leads	28	4	1	5	98	3.50	.265	1.401	1.963	-.131	.441	-1.675	.858
Provide exemplary Customer Service	28	4	1	5	91	3.25	.228	1.206	1.454	-.247	.441	-.452	.858
Develop sales content from success stories	28	4	1	5	86	3.07	.192	1.016	1.032	-.380	.441	.547	.858
Valid N (listwise)	28												

Table 3 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation, Variance, Skewness, Kurtosis. Conduct extensive market research, Raise visibility and awareness, Promote thought leadership, Conduct outreach, Quality Leads, Provide exemplary Customer Service, Develop sales content from success stories this also using.

TABLE 4. Frequency Statistics

Statistics								
		Conduct extensive market research	Raise visibility and awareness	Promote thought leadership	Conduct outreach	Quality Leads	Provide exemplary Customer Service	Develop sales content from success stories
N	Valid	28	28	28	28	28	28	28

	Missing	4	4	4	4	4	4	4
Median		3.00	3.00	3.00	3.00	3.50	3.00	3.00
Mode		5	3 ^a	3	5	5	3	3
Percentiles	25	2.00	2.25	3.00	2.00	2.00	3.00	3.00
	50	3.00	3.00	3.00	3.00	3.50	3.00	3.00
	75	5.00	5.00	4.00	5.00	5.00	4.00	4.00
a. Multiple modes exist. The smallest value is shown								

Table 4 Shows the Frequency Statistics in Conduct extensive market research, Raise visibility and awareness, Promote thought leadership, Conduct outreach, Quality Leads, Provide exemplary Customer Service, Develop sales content from success stories curve values are given. Valid 28, Missing value 4, Median value 3.00, Mode value 5.

Histogram

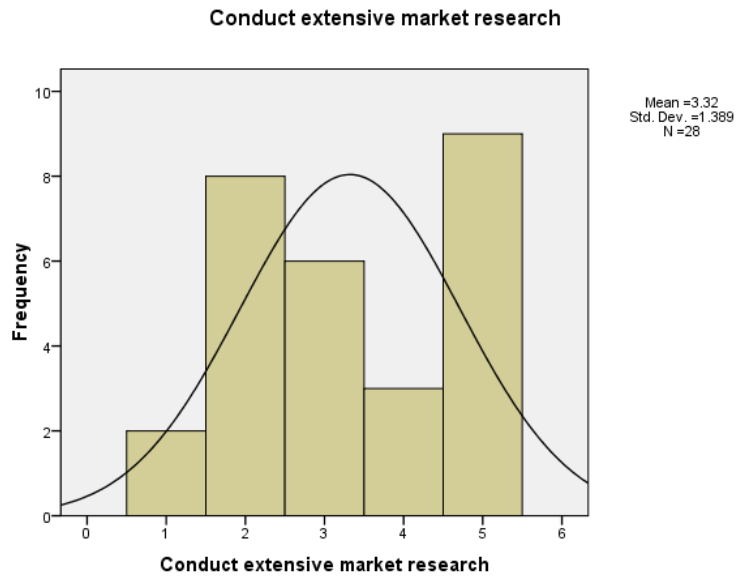


FIGURE 1. Conduct extensive market research

Figure 1 shows the histogram plot for the Conduct extensive market research from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing 5 for the Conduct extensive market research except for the 2value all other values are under the normal curve shows the model is significantly following a normal distribution.

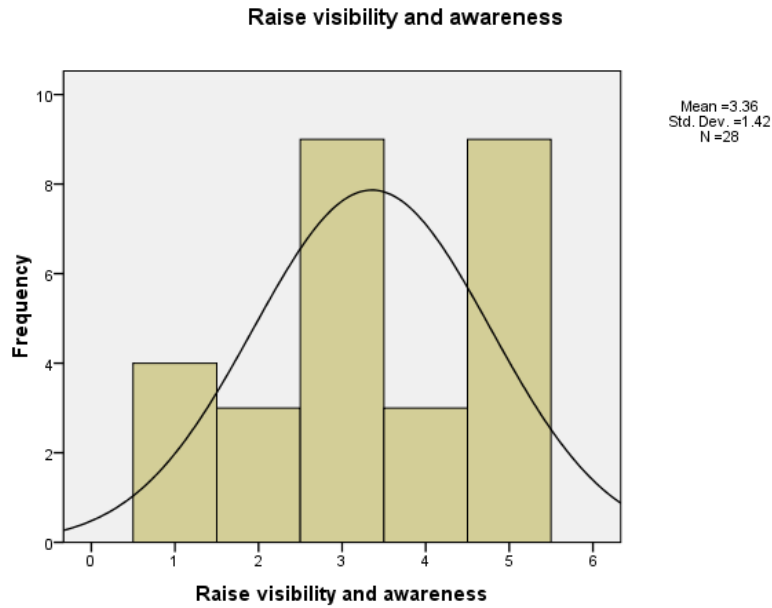


FIGURE 2. Silicon

Figure 2 shows the histogram plot for the Raise visibility and awareness from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 3 for the Raise visibility and awareness except for the 2,5 value all other values are under the normal curve shows the model is significantly following a normal distribution.

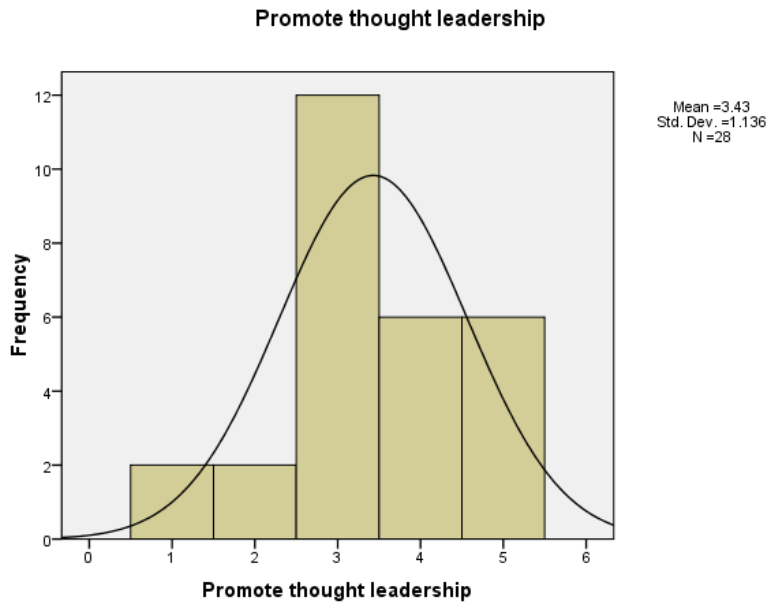


FIGURE 3. Promote thought leadership

Figure 3 shows the histogram plot for the Promote thought leadership from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 3 for the Promote thought leadership except for the 3 value all other values are under the normal curve shows the model is significantly following a normal distribution.

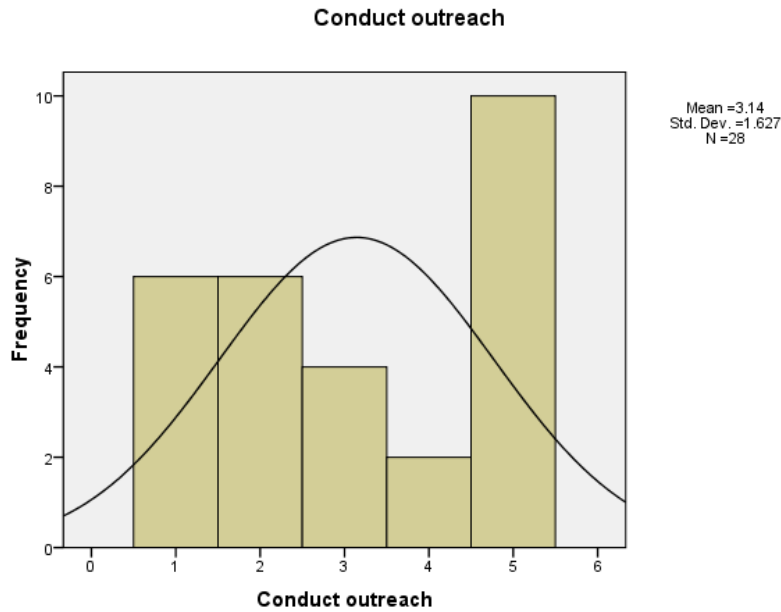


FIGURE 4. Conduct outreach

Figure 4 shows the histogram plot for the Conduct outreach from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing 5 for the Conduct outreach except for the 3 value all other values are under the normal curve shows the model is significantly following a normal distribution.

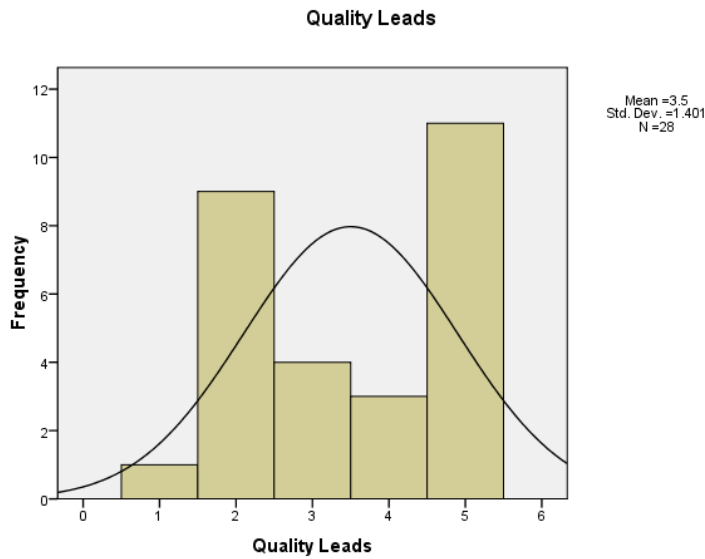


FIGURE 5. Quality Leads

Figure 5 shows the histogram plot for the Quality Leads from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 5 for the Quality Leads except for the 3 value all other values are under the normal curve shows the model is significantly following a normal distribution.

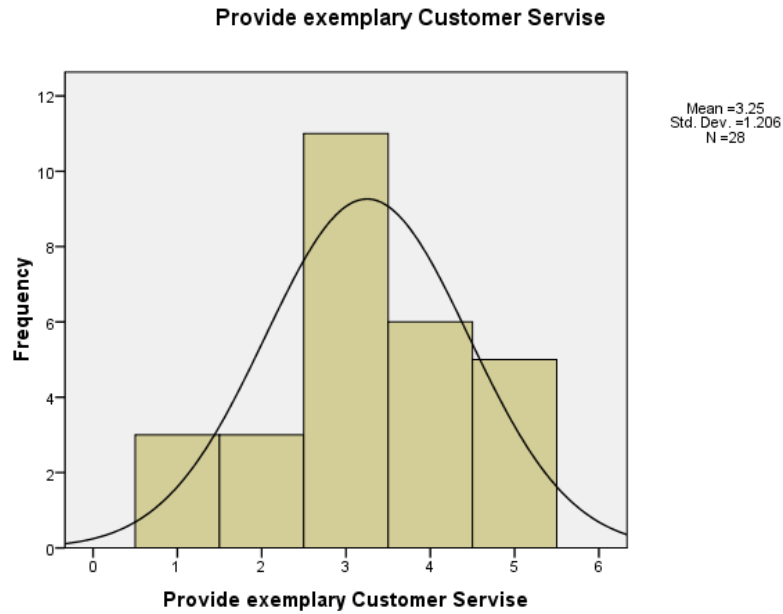


FIGURE 6. Provide exemplary Customer Service

Figure 6 shows the histogram plot for the Provide Exemplary Customer Service from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 3 for the Provide Exemplary Customer Service except for the 2 value all other values are under the normal curve shows the model is significantly following a normal distribution.

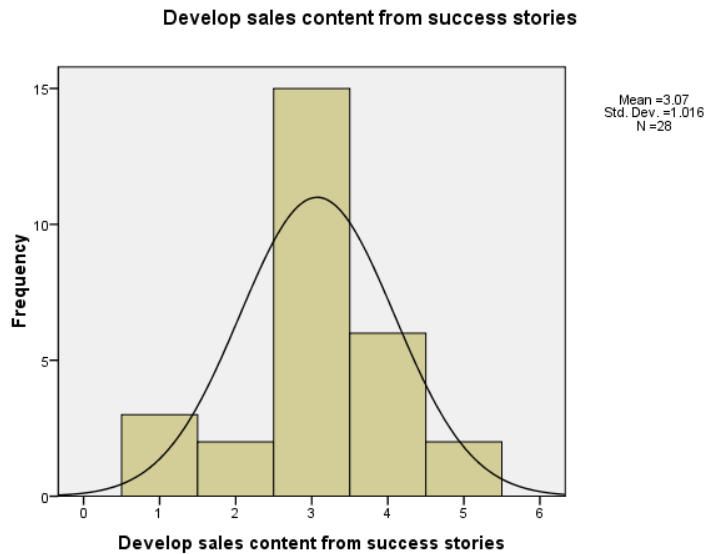


FIGURE 7. Develop sales content from success stories

Figure 7 shows the histogram plot for the Develop sales content from success stories from the figure it is clearly seen that the data are slightly Bell Karo skewed due to more respondents choosing 3 for the Develop sales content from success stories except for the 2 value all other values are under the normal curve shows the model is significantly following a normal distribution.

TABLE 5. Correlations

Correlations

	Conduct extensive market research	Raise visibility and awareness	Promote thought leadership	Conduct outreach	Quality Leads	Provide exemplary Customer Service	Develop sales content from success stories	
Conduct extensive market research	1	0.127	0.168	0.208	-0.029	-0.16	0.272	
Raise visibility and awareness	0.127	1	0.246	0.202	0.056	-.444*	0.136	
Promote thought leadership	0.168	0.246	1	0.146	0.163	-0.162	-0.316	
Conduct outreach	0.208	0.202	0.146	1	.585**	0.038	0.307	
Quality Leads	-0.029	0.056	0.163	.585**	1	0.318	0.338	
Provide exemplary Customer Service	-0.16	-.444*	-0.162	0.038	0.318	1	0.106	
Develop sales content from success stories	0.272	0.136	-0.316	0.307	0.338	0.106	1	
*. Correlation is significant at the 0.05 level (2-tailed).								
**. Correlation is significant at the 0.01 level (2-tailed).								

Table 5 shows the correlation between motivation parameters for the conduct extensive market research for develop sales content from success stories is having the highest correlation the provide exemplary customer service is having the lowest correlation. Next, the correlation between motivation parameters for raise visibility and awareness for the promote thought leadership is having the highest correlation with providing exemplary customer service having the lowest correlation. Next, the correlation between motivation parameters for promoting thought leadership for the raise visibility and awareness is having the highest correlation with develop sales content from success stories having the lowest correlation. Next, the correlation between motivation parameters for conducting outreach for the quality leads is having the highest correlation with providing exemplary customer service having the lowest correlation. Next, the correlation between motivation parameters for quality leads for the conduct outreach is having the highest correlation with conducting extensive market research having the lowest correlation. Next, the correlation between motivation parameters for provide exemplary customer service for the quality leads is having the highest correlation with raise visibility and awareness having the lowest correlation. Next, the correlation between motivation parameters for developing sales content from success stories for the quality leads is having the highest correlation with promoting thought leadership having the lowest correlation.

4. Conclusion

In simple terms, business growth is a business idea to help make it better, initiatives and activities can be summarized as revenue increase, business expansion fundamental development, strategic creating partnerships increasing profits through strategic business decisions this includes picking up. "business development executive, business development manager, and VP, business development" are in commercial establishments frequently asked job topics. Sales, strategic initiatives, business partnerships, market development, business expansion, and marketing all sectors are commercial are involved in the development, but they are often mixed as a sole function of business development is viewed as wrong. Sales, marketing, project management, product management, and including vendor management business development in various sectors activities are expanding. Networking, negotiations, partnerships, and cost-savings efforts are also involved. These various fields and all activities are commercially driven by development goals and aligned. For example, a business like America a successful one in a region contains a product or service. The business development team also assesses expansion potential. All due diligence, research, and after studies, for a new region like brazil products or services that can be expanded found. Discussed above a business development scenario for a business expansion plan specifically, its impact on each unit of the business can feel. New business development of line, new sales channel development, new product development, existing or new

partnerships in new markets, and mergers and acquisitions (M&A) decisions such as business may have developmental objectives. For example, a link in the case of two companies' manufacturing, finance, and legal general functions of departments significant by integrating to realize cost savings can similarly, in a city with five different offices a business that operates from can be transferred to a larger central facility, the result is considerable movement cost savings. However, a new place for everyone if not convenient, this lead to loss of employees. Assessing such concerns depends on the business development team. Sales staff in a particular market or a specific (set) client(s). Paying attention, mostly to the target revenue number. In the case, business development is Brazilian evaluates markets and \$1.5 billion over three years to achieve valuable sales it decides that it can. With such goals, sales the sector is the customer in the new market selling their site targeting with strategies. The overall Cronbach's alpha value for the model was .490, indicating 50% reliability. From the literature review, the above Cronbach's alpha value of 46% can be considered to analyze the model.

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