

THE BPO COUNTRY COMPETENCY MODEL (CCM): A MODEL ESTABLISHING THE RELATIONSHIP AND THE DEGREE OF SIGNIFICANCE OF FACTORS THAT DRIVE COMPETENCE IN THE BUSINESS PROCESS OUTSOURCING (BPO)

BEN OCRA & BENJAMIN AGGREY NTIM

Open University of Malaysia, Kuala Lumpur, Malaysia

University of Professional Studies, Accra, Ghana

ABSTRACT

The Business Process Outsourcing (BPO) sector is one of the fastest growing and important business sectors in the world. The sector provides a balance for the management and development of businesses. This paper aimed at examining factors that impact competence in the BPO sector. The study involved a survey and quantitative research designs in which snowball sampling was applied in selecting 320 respondents across 5 countries. The Multiple Linear Regression was used for data analysis in the context of SPSS. Findings indicated a significant positive relationship between competence and human resource attractiveness, financial attractiveness, BPO company characteristics and political environment. The model developed by the author explained 66% of variance in competence. Therefore, competence can be expedited in the BPO sector by enhancing human resource attractiveness, financial attractiveness, BPO company characteristics and political environment.

KEYWORDS: Business Process Outsourcing (BPO), Country Competency Model, Factors, Competence