

What matters for the job performance of field advisors : A case of Madhupur Sal forest Bangladesh

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Background

- Advisory services and their field advisors performance are essential mean to promote sustainable forest management (Darr et al. 2014).
- Success of an advisory organization is reliant on their field advisors performance.
- Previous studies mainly concentrated on institutional assessment without looking at field advisors' performance.
- Therefore, this study attempts to identify the factors affecting field advisors performance in Madhupur Sal forest.

Concept of job performance

- "actions and behaviors that are part of the job description and contribute to the goals of the organization" (Rotundo, M & Sackett, R, 2002).
- including- providing advice on different forest management issues; disseminate need-based technologies for livelihood improvement, and keep maintaining relationship with forest dwellers through household visit.

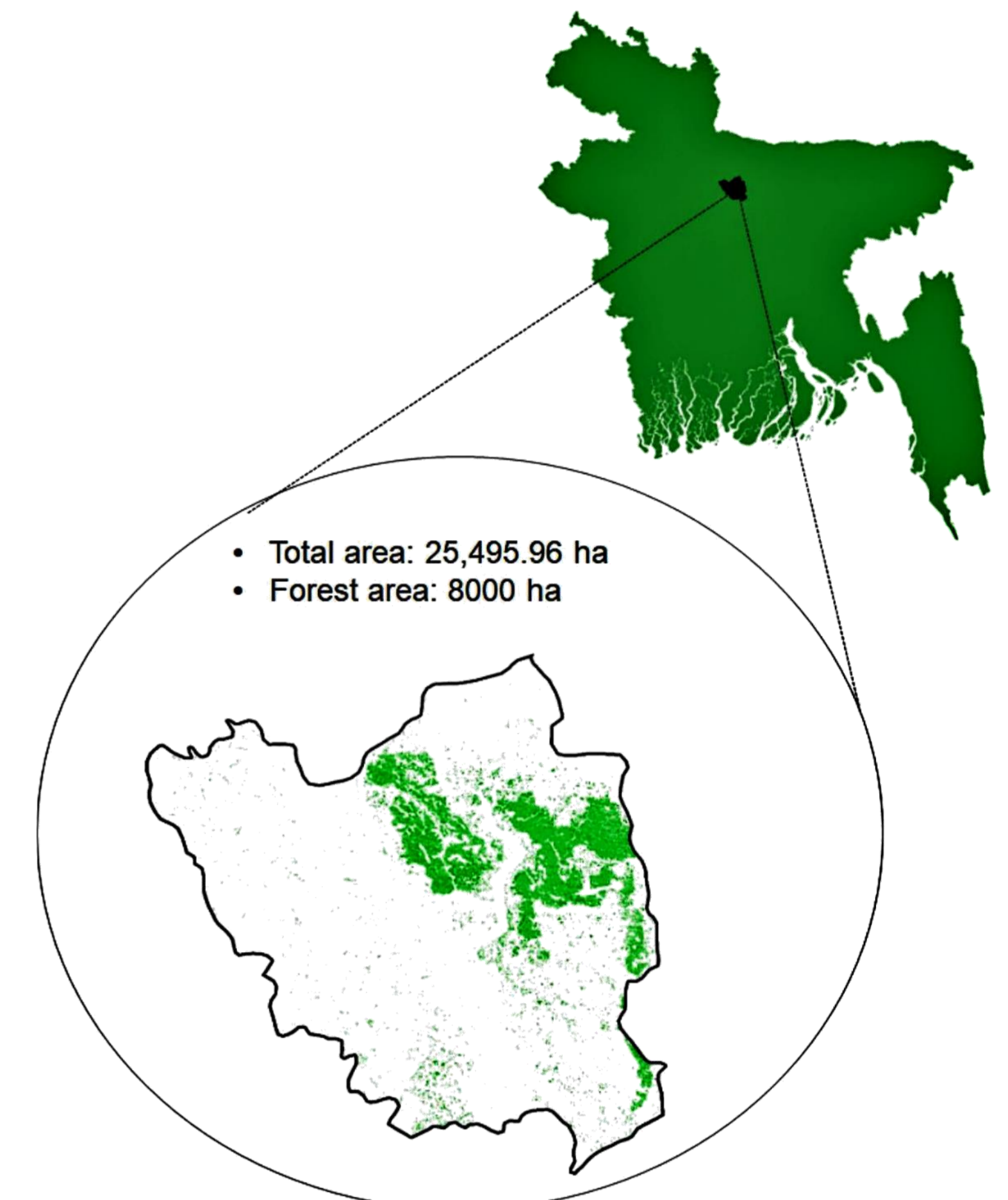
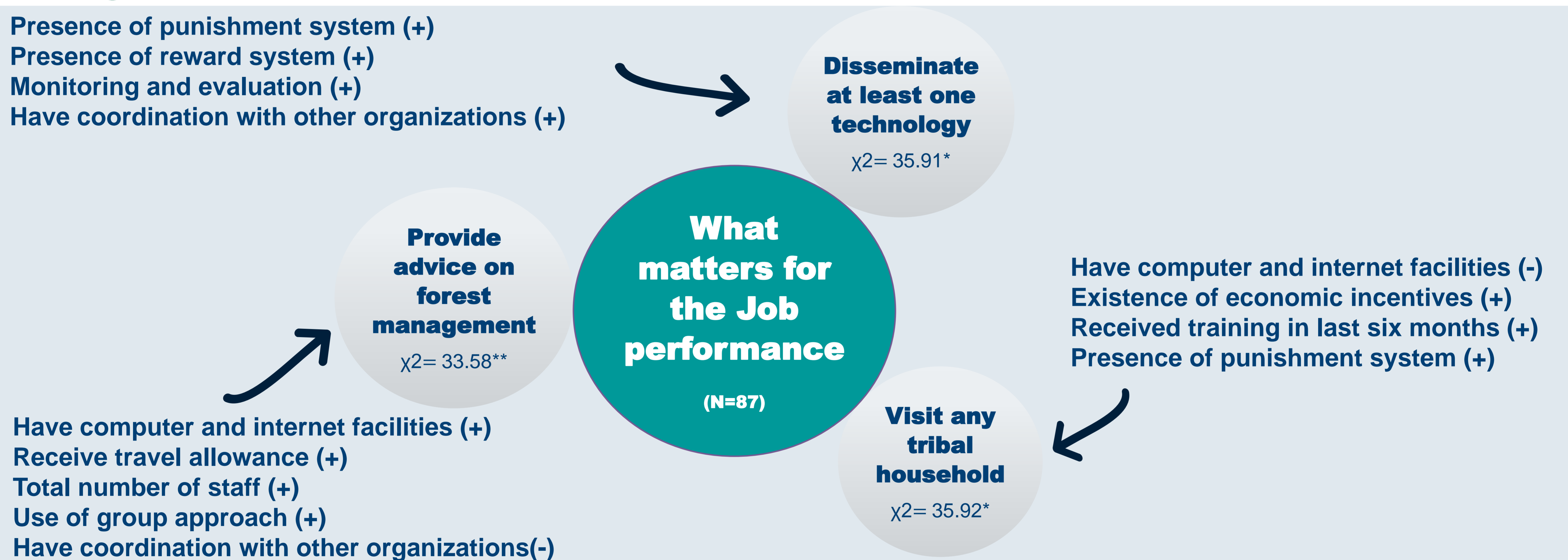


Fig. 1. Geographical location of the Madhupur Sal Forest, Bangladesh

Findings



Methodology

Quantitative methods:

- Face to face data collection from 87 field advisors
- Structured questionnaire based on four analytical categories: governance structures; organizational capacity and management; partnership and linkage; advisory methods (Birner et al. 2009)
- Use of binary logistic regression:

$$Z_i = \ln \frac{P_i}{1 - P_i} = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_k X_{ki} + \mu_i$$

- Factors not significant: have development policies of organization with forest policies; corruption control mechanism; interaction with other field advisors; use of mobile phone for communication; use of ICT tools for information gathering

Conclusion & recommendation

- Computer with internet facilities are important working equipment but need strong monitoring.
- Economic incentives and travel allowances are key to performance. Therefore, organizations should ensure the access and continuous flows of such economic support.
- Presence of punishment and reward system is relating positively to job performance. Yet, rewarding should be wired as it is more motivating.

References

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