

**KEY DEVELOPMENTAL OPPORTUNITIES FOR LONG-TERM ORGANIZATION  
DEVELOPMENT OF G COMMERCIAL BANK, CHINA:  
A MIXED METHOD RESEARCH**

**YuJie Wu<sup>1</sup> , Sirichai Preudhikulpradab<sup>2</sup>**

<sup>1</sup>Corresponding Author, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand E-mail: 331987991@qq.com

<sup>2</sup> Lecturer, Graduate School of Business and Advanced Technology Management , Assumption University, Thailand E-mail: victorsirichai@gmail.com

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### **Abstract**

This research-based article employs needs assessment research. The research site is at G Commercial Bank in China. The study comprises two objectives: 1) to examine the current and expected situations of the five performance-related factors, consisting of training & development, work-life balance, supervision, organizational commitment, and perceived AI utilization, and 2) to propose an OD intervention for improvement of the aforementioned performance-related factors. This study employs a semi-structured questionnaire containing fixed choices and open-ended questions for data collection from the respondents. The data analysis and synthesis procedures include descriptive statistics, PNI<sub>Modified</sub>, and contents analysis. The actual sample is 138 respondents who completed the questionnaire, and 35 out of 138 respondents provide the qualitative suggestions in the open-ended question section. The key findings based on the quantitative and qualitative data revealed that the priority needs for Organization Development Interventions for improvement comprise work-life balance as the 1<sup>st</sup> priority need, perceived AI utilization as the 2<sup>nd</sup> priority needs, training & development as the 3<sup>rd</sup> priority need, the supervision as the 4<sup>th</sup> priority, and organizational commitment as the 5<sup>th</sup> priority. A set of OD interventions for improvements proposed, where the work-life balance, perceived AI utilization, training & development, and supervision were regarded as the interdependent factors for the total improvement program of their employees' performance. At the same time, the current organization continuously nurtured the current condition of organizational commitment.

Keywords: employee performance, perceived AI utilization, work-life balance, supervision, training & development, needs assessment (PNI<sub>modified</sub>), organization development.

### **Introduction**

Employee's job performance is considered one of the significant priorities in human resource management; it is widely recognized as the organization's underlining ability to produce the best outputs based on its capability and motivation (Soomro & Shah, 2019).