Identification of Information Needs of Local Herbal Industry Using Critical Success Factors Approach

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Abstract

Purpose
Aim of this study was to identify information needs of local herbal industry through identifying CSFs pertaining to the local herbal industry.

Design/methodology/approach
This was a qualitative study. Semi-structured interviews were carried out with the industrialists selected on the purposeful sampling method. Three local herbal manufacturing institutions were selected and from each institution a manager from general management, production / research and development and marketing were selected as the data collection must traverse entire organization and altogether nine interviews were held.

After refining the data collected from the interviews, raw data statements were identified and they were converted to Activity statements. The identification and creation of the activity statements takes the raw data and transformed them into manageable statements that can be analyzed and form the basis for the CSFs.

Then the activity statements were placed in the affinity groupings (similar or related statements). After that the supporting themes were developed by describing the activity statements in one affinity grouping in a few words. These themes used as a guide for deriving CSFs. Information needs that come under CSFs were then described.

Findings
Seven CSFs were derived; Research and development (R&D), Business intelligence, Strategic marketing, Public relations, Product quality, Information and Management and policy decisions.

Originality/value
In Sri Lanka this is the first time that the CSFs and information needs of herbal industry was studied. Also this study opens a new pathway of identifying information needs of the industry, *i.e.* the CSFs approach which gives more detailed information on information needs.