THE PERCEPTION OF STAKEHOLDERS ON THE EFFECTIVENESS OF REVENUE COLLECTION STRATEGIES IN PARASTATALS. A CASE STUDY OF NSSA MASVINGO

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ABSTRACT

The purpose of the study was to evaluate the effectiveness of revenue collection strategies. The objective of the study was to identify the various revenue collection strategies and to evaluate their effectiveness. Effective revenue collection strategies are key to organisational success. NSSA embarked on extensive implementation of various revenue collection strategies in its operations. This was to significantly enhance revenue collection in all Departments. The researcher adopted descriptive research design with focus on qualitative and quantitative characteristics and status of revenue collection strategies at NSSA with regard to enhancements of revenue collection. A target population made of parastatals was identified and a case study of NSSA Masvingo was used as a sample in which 26 respondents were chosen. Stratified random sampling technique was used to select a sample. Data was then collected using questionnaires and face to face interviews and was then sorted and grouped for further processing. Data was analysed using Microsoft Excel and the findings were presented in the form of pie charts, contingency tables and bar graphs. The findings show that there is lack of staff trainings that are relevant to their daily duties, and majority of respondents agreed that contributor education is necessary to improve revenue collection. Some respondents were still not sure whether performance contracts have optimized operations at NSSA and some argue that performance contracts have improved revenue collection. The organisation should invest on information and technology to improve reforms and modernization projects and also send staff to attend trainings that are relevant to their daily duties. More workshops, seminars, meetings and conferences are encouraged to improve contributor education. The researcher encourages adoption of performance contracts on all divisions as these will help to improve efficiency and effectiveness of staff members and overall improving organisational performance.