

# Using modified Delphi method to explore the key success factors of enterprise service volunteer groups: A case study of SME Honorary Instructors Association

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## ABSTRACT

With the advancement of society, voluntary service has become a prevalent phenomenon in the participation of citizens in many modern nations. In Taiwan, there exists a distinctive enterprise service volunteer groups known as the Small and Medium Enterprise Honorary Instructors Association (SMEHIA). This association is comprised of entrepreneurs, experts, and scholars who have been vetted and trained by the Small and Medium Enterprise Administration of the Ministry of Economic Affairs. These individuals possess extensive professional knowledge or technical expertise and are willing to voluntarily serve Small and Medium Enterprises (SMEs) without compensation. The primary function of SMEHIA is to provide services to domestic SMEs and to serve as a crucial communication bridge between the government and SMEs. The purpose of this study is to focus on this volunteer organization and employs modified Delphi method expert questionnaires to explore and identify the key success factors of this enterprise service volunteer groups encompass government policy, organizational culture, professional training, budgeting, volunteer self-identity dimensions, totaling 42 key factors. The implications of this study can serve as references for the future development of enterprise service volunteer organizations and for the formulation of policies by supervisory authorities.

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## Keywords:

Enterprise service volunteer, Small and medium enterprise, Key success factors, Modified Delphi method.