

## **A MODEL FOR IMPACT OF TQM PRACTICES ON ORGANIZATIONAL PERFORMANCE IN INDIAN MANUFACTURING INDUSTRY: AN EMPIRICAL STUDY**

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### **Abstract**

Recognition of quality management as an important factor holds the key to competitiveness in the global market irrespective of the size of the company. All companies strive for better performance, since a high performance level means greater competitiveness, which in turn generates more money. Total Quality Management (TQM) is primarily found in manufacturing organisations to improve organisational performance. Quality management, by means of TQM is considered to promote organisational performance characterized by competitiveness and long-term profitability. This paper presents an approximate generalized field data based model for impact of TQM practice on organizational performance in Indian context. A diagnostic research instrument has been designed to study the companies that have implemented TQM and mathematical model is developed from field data.

The developed model is optimized to find out best set of independent variables. Further, sensitivity analysis is carried out to find the robustness of the proposed model. The findings confirm the strong links and need for improvement for some factors of TQM practice and organizational performance.

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**Keywords:** Total quality management, organizational performance, model, Survey, Indian industry