عنوان فارسی مقاله:
TQM، استراتژی و عملکرد: تحلیل سطح بنگاه

عنوان انگلیسی مقاله:
QUALITY PAPER TQM, strategy, and performance: a firm-level analysis

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
6. Conclusions
With the globalization trend influencing how organizations set plans and operate to achieve their objectives, this study suggests the importance of incorporating TQM programs into the strategy choice process in order to continuously improve operations, customer relations, and overall performance. The main finding of this study is that TQM is both a driving force to competitive strategy selection and an important dynamic resource that competitive strategies support, allocate, and enhance in order to achieve a sustainable competitive advantage. Accordingly, the two models complement each other, implying that the two roles played by TQM are important for driving organizational performance forward. When viewed in terms of soft and hard, it is found that soft TQM has a higher impact on competitive strategy choice as well as on achieving a better operational performance. This is because soft TQM comprise the major forces of change, innovativeness, and continuous improvement, namely, the tacit knowledge, experience, and problem solving abilities of people – both managers and employees. While interdependence among the TQM practices has been demonstrated in previous research, the role of soft TQM components, including leadership and employee relations, will be amongst the major forces driving organizations to the venues of success.