

# **THE IMPACT OF TOTAL QUALITY MANAGEMENT PRACTICES ON PERFORMANCE AND COMPETITIVE ADVANTAGE**

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## **Abstract**

This empirical study examines the association between Total Quality Management, performance and competitive advantage. The article investigates the impact of Total Quality Management on performance and competitive advantage, following the evolution during a ten years. This study supports the hypothesis that Total Quality Management practices positively impact the performance and competitive advantage.

The study reports that successful adoption and implementation of Total Quality Management practices results in improving the performance and competitive advantage of organization. The main implication of the findings for managers is that with Total Quality Management practices, manufacturing organizations are more likely to achieve better performance in customer satisfaction, employee relations, quality and business performance than without Total Quality Management practices. And competitive advantage focuses on performance variables revenues, market share, product quality and customer satisfaction.

This study supports the hypothesis that Total Quality Management practices positively impact the performance and competitive advantage. Questionnaire using for collected data from the private organization in Sri Lanka and tested proposed model. The results of this study supported a model proposed.

**Key words:** total Quality management, Organizational performance, competitive advantage, private organization, Sri Lanka