

AN EMPIRICAL STUDY OF KEY SUCCESS FACTORS  
FOR ORGANIZATIONAL DEVELOPMENT:  
A STUDY BASED ON SELECTED PRIVATE COMPANIES

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## **Abstract**

*Economic liberalization had result many private organizations to commence its operation. In many years after start-up some organizations show a high level of development while some organizations fail. It is therefore decided to explore the factors behind development of the organizations in long run. In this study there are five factors been identified and tested on Sri Lankan private companies.*

*This research is designed to provide an empirical test of key success factors in gaining competitive advantage and organization development. Gaining organizational development has been identified as the ultimate goal of each private organization. Gaining development as a planned result is an achievement by the senior managers. Strategy of the organization leads each department to discover its best potential ability to achieve the competitive edge. Development of the organization has to achieve as a planned result not as an accident, the strategy of planning for development of the organization is discussed in this research.*

*This research was done among twenty private companies in Sri Lanka applying deductive approach. Different statistical tools in both descriptive and inferential statistical methods were employed in this research. Selected statistical methods were central tendency measures, correlation and chi-square test.*

*This study tested five key management practices and evaluates the importance in gaining competitive advantage in terms of achieving organization development. The selected five key factors are developing product and services, identifying market, developing operation management, developing strategic management and developing corporate culture. Strength of the relationship between each of five factors with competitive advantage and the interdependence between competitive advantage and organization development is evaluated using six hypotheses.*

*Statistical analysis accepts five hypotheses while rejecting one. Central tendency measures and correlation analysis suggest that there is positive relationship between developing operation management, developing strategic management, developing product and services and identifying market variables with competitive advantage. Chi-square test confirms that there is a positive impact towards organization development from competitive advantage.*

*It is highly recommended to the Sri Lankan managers to concentrate on accepted four key success factors in their day to day operation to be in the competitive edge and achieve sustainable competitive advantage and resulting to gain development of the organization.*

**Key words:** *Success Factors, Organization Strategy, Organization Development.*