

**ACHIEVING ORGANIZATIONAL  
PERFORMANCE THROUGH EFFECTIVE  
TQM PRACTICES; A STUDY IN CONTEXT  
OF PHARMACEUTICAL INDUSTRY IN  
KARACHI**

**BY**

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



**SPRING, 2022**

**BUSINESS STUDIES DEPARTMENT**

**BAHRIA BUSINESS SCHOOL**

**Bahria University Karachi Campus**



### MBA Thesis Progress Report & Thesis Approval Statement

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S#	Date	Place of Meeting	Topic Discussed	Signature of Student
01	26/04/2022	Faculty 03	Chapter 1 and 2	
02	17/05/2022	Faculty 03	Chapter 2, 3 and 4	
03	07/06/2022	Faculty 03	Results and chapter 5 & 6	

#### APPROVAL FOR EXAMINATION

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### **Dedication**

This thesis is dedicated to my parents who have never failed to give me moral support, for teaching me that even the largest task can be accomplished if it is done one step at a time. I also dedicate this thesis to my best friend, who has encouraged me attentively with her fullest and truest attention to accomplish my work with truthful self-confidence.

### **Acknowledgement**

I would like to express my gratitude to my supervisor, Dr. Usman Aleem from Bahria University, who guided me throughout the thesis. I would also like to thank my friends and family who supported me and offered deep insight into the study.

**Abstract****Purpose**

The purpose of this study is to study the impact of Total Quality Management (TQM) practices (Employee Involvement, Continuous Improvement, Leadership and Process Management) on achieving organizational performance of pharmaceutical industry in Karachi.

**Methodology & Design**

This study is primarily focused on the effect of Total Quality Management (TQM) on achieving organizational performance of pharmaceutical industry in Karachi. The four critical elements of TQM; namely Employee Involvement, Continuous Improvement, Leadership and Process Management are used as an important factor influencing on organization performance. The necessary data are collected from 300 employees of pharmaceutical industry in Karachi using a questionnaire. Reliability test, correlation analysis and regression analysis are performed in this study using SPSS 23.0. all hypotheses are positively fit with the conceptual model and show a positive impact of TQM on organizational performance.

**Findings**

The research finding indicates that TQM practices; namely Employee Involvement, Continuous Improvement, Leadership and Process Management have a positive and significant effect on organizational performance.

### **Recommendations**

This study is focused on a few aspects of TQM and its influence on organizational performance. It is advisable that future studies focus on other practices of TQM such as process centeredness, integrated systems, customer focus and consequently establish their impact on organizational performance most especially in the pharmaceutical industry of Karachi.

### **Keywords**

TQM, Employee Involvement, Continuous Improvement. Process Management, Leadership, Organizational performance

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