

**INFLUENCE OF QUALITY MANAGEMENT
PRACTICES ON EMPLOYEES' PERCEPTION OF
ORGANIZATIONAL EFFECTIVENESS AT
KS&EW**

BY

BURHAN AHMAD

REGISTRATION NO. 28554



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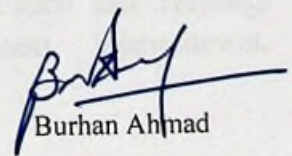
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Burhan Ahmad

Regn. # :28554

ABSTRACT

The research was conducted with the purpose to identify influence of various Quality Management Practices (QMPs) on organizational effectiveness at Karachi Shipyard and Engineering Works (KS&EW). The QMPs selected for the research included Customer focus approach, Education and Training, Continuous Improvement, Teamwork, and Top Management Commitment. Adopting deductive approach, hypotheses were first formulated after extracting independent variables from the relevant literature. A research instrument in the form of a well-structured questionnaire was developed for collection of quantitative primary data from a sample of 80 respondents. The collected data were then treated by applying correlation and regression analysis tools. The impact of independent variables on dependent variable was established. Findings of the study indicate that there is a positive impact of various practices (independent variables) on organizational effectiveness, although with varying degree. Overall, employees have a positive perception about existing TQM practices and believe that these are quite effective to achieve desired objectives. This study is considered quite beneficial for the management of KS&EW for ascertaining influence of quality management practices on organizational effectiveness. Managers of the organizations of other industries and academia may also find the study useful and can benefit from its findings. In the end some useful measures have been recommended to enable KS&EW for further improving organizational effectiveness.

Key words: Quality Management, Customer Focus, Education and Training, Continuous Improvement, Teamwork, Top Management Commitment, Organizational Effectiveness

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