

TQM IMPLEMENTATION: RELATING CRITICAL SUCCESS FACTOR TO STRATEGY OF THE FIRM

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ABSTRACT

TQM literature has identified many Critical Success Factors (CSFs) for its implementation. We argue that for a given strategy of the firm (such as Innovator, Prospector and Defender strategy), some CSFs will be more important than the other CSFs. We build a theoretical argument for above and give related propositions in this paper. We plan to undertake an empirical study to verify the framework given in this paper.

Keywords: *Critical Success Factors (CSFs), Total Quality Management (TQM), Defenders, Prospectors, Innovators, TQM Implementation, strategy of the firm*