

# THE EFFECT US OF TOTAL QUALITY MANAGEMENT PRACTICES ON EMPLOYEES WORK-RELATED ATTITUDES

S. NITHYA<sup>1</sup>, DR. K. VEMBU<sup>2</sup>

<sup>1</sup>II M. Com, <sup>2</sup>Research Advisor,

P.G & Research Department of Commerce, S.T.E.T women's college, Mannargudi

## ABSTRACT

Organizations have been adopting Total Quality Management [TQM] for improving their quality and productivity TQM is also using various terms like 'total quality control', 'total quality improvement program', etc. The three ingredients of TQM that remain unchanged are quality, customer satisfaction, and continuous improvement.

**Key word:** Total quality control, employees, organization, survival, increase

## INTRODUCTION

TQM can be summarized as a process that empowers all the employees to take responsibility for improving quality within the organization. It is a known fact that TQM focuses on the quality not only of the product, but also of employees. Most of the successful implementations of TQM depends on the changes in employee's attitudes and activities.

Theoretical aspects dealing with TQM reveal organizations following this approach found positive effects on employees by improving their commitment and satisfaction towards work. Indeed when the TQM practices are applied wholly, it is found that companies achieved employee satisfaction, turnover, and health.

Change is witnessed in every facet of life. In the wake of industrial revolution came in technological innovations and today it is the scene of information explosion. The world has shrunk in size to a global village. 'Quality' has become the buzzword for survival. The chapter explores the changes occurring at the global level and the impact of quality. The issues to be reckoned with at the national level are discussed. How quality helps solve the issues at the industry and individual level are explored. The characteristics of Quality in today's context are looked at and the drivers of quality are highlighted to assist managers for instigating the quality era in their organization.

## WORLD SCENARIO

Over the years changes have been witnessed in all spheres. The ripples of change have been consistent true to the slogan 'change is the only constant phenomenon.'

### People are changing

- Literacy levels have been increasing.
- Community thinking is being replaced by independent thinking.
- The gap between individuals has been increasing thus making them self centered.
- The intelligence quotient has been increasing over generations.
- Contribution of women in growth of family and nation has been increasing.

### Industries are changing:

- Competition has increased at an alarming rate.
- Productivity levels are increasing over the years.
- Automation has invaded most of the large scale industries.
- Leader centeredness has been giving way for employee centered functioning.
- Innovation is becoming the order of the day.

### The world in general is changing:

- Uncertainties have been increasing over the decades.
- Corruption has got into most of the dealings in recent years.
- Gap between developed and underdeveloped, rich and poor, is increasing, giving way for displeasure and discontent.

### Educational system is changing:

- Focus is slowly shifting from teaching to learning.
- Virtual classrooms are becoming reality.
- Life long learning is becoming the order of the day.

The changing scenario may look to be encouraging. But in general the quality of life is degrading. The scope for the future generation seems to be bleak.

- Careless lifestyle of human beings.
- Ecological imbalance and pollution.
- Resource (food and energy) crunch.

### **NATIONAL ISSUES**

Having understood the world scenario, it would be appropriate to learn the national issues that our country faces. While everything that was described in the previous section, holds good for India, it has a few special issues to face.

- Food security.
- Unemployment
- Low productivity.
- Energy resources.
- population growth

The reasons as why India is facing above-mentioned situations are:

#### **Food security problem:**

- Improper distribution network.
- Unacceptance of co-operative farming.
- Farming considered being low grate job.

#### **Unemployment problem:**

- Lack of initiatives from youngsters.
- Non-possession of required qualification traits.

#### **Low productivity:**

- Absence of synergic effect.
- Lack of motivation.
- Excess wastage.

#### **Energy resources problem:**

- Depleting nature of the resources.
- Not taking conservation measures.
- Pilferage and wasteful use.

#### **Population growth:**

- Absence of futuristic and strategic thinking.
- Societal constraints on birth control.

Planning is an important component in every implementation process. the success or failure of any project mostly depends on the planning.

### **SWOT ANALYSIS**

The major steps in development process are:

- Knowing the current situation.
- Deciding the proposed destination.
- Bridging the gap.

A proper plan will take care of all these. SWOT analysis is a tool which helps in proper planning. SWOT stands for Strengths weaknesses Opportunities and Threats. for individual growth or departmental or organizational growth the SWOT analysis has to be done.

### **SWOT For organizations**

The SWOT analysis shown in will help in appreciating that institute industry interaction an important function of an organization.

TQM Principles have its effect on:

- The needs of the customers.
- Problem prevention rather than correction.
- Continuous improvement.
- Training employees in order to improve the quality.

**CONCLUSION**

- Employees having a positive effect are more likely to have a positive attitude towards themselves and also towards others but those with negative effect always tend to feel anxious and tense during their work.TQM procedures followed in the organization.
- Hence it is observed that TQM practices encourage employees' participation, promote empowerment, and treat the employees as primary resources. TQM practices and their successful implementation at all levels.

**REFERENCE**

- [1] Hitoshi kume, statistical methods for quality improvement,AOTS,Tokyo,1985.
- [2] Jack Hagan, management of quality, ASQC, Quality press,Wisconsin,1994.
- [3] Joel E. Ross, Encyclopedia of Total Quality Management,vol.1,St Lucie press,USA,1995.
- [4] James Harrington, H Total Improvement Management, McGraw Hill inc, NewYork,1995.
- [5] JamesL.Bossert, Quality Function Development, ASQC Quality press,Wisconsin,1991.

\*\*\*\*\*