Total Quality Management

[Author’s name]

[Institute’s name]

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**Summary**

In the article, “Total Quality Management and Organizational Performance”, authors comprehensively discussed the practical implications of total quality management in the context of overall organizational performance. It is established by the researchers in this article that total quality management (TQM) is one mandatory factor when it comes to the long-term success of a company. The positive influence of TQM can mainly be observed considering the practical domain of enhanced organizational efficiency. It is apprehended by the researchers that there is a strong connection exists between the factor of TQM and the variable of organizational performance. Moreover, TQM can be characterized as the continuous procedure of improvement in the scenario of potential customers’ needs.

**Response**

From what I have learned from this exploratory research article is that TQM is one preferable practical approach to increase the overall performance of the organization. The practical implications of this prospect can be observed in the case of many different forms. It is important for the management of business organizations to adopt the idea of TQM according to their needs and available resources. The successful application of TQM in an organizational setting also involves the proper implementation of a specific set of organizational values and beliefs. The primary focus of the practical idea of TQM is to take practical measures in order to increase the satisfaction level of targeted customers. Achieving a higher level of customer satisfaction ultimately helps organizations to improve their performance level. This form of improvement can mainly be observed in the case of a higher level of organizational performance by the employees (Gharakhani et al., 2013). The paradigm of quality control and improvement in the practical form of TQM can be assistive to ensure proper utilization of all the available resources. The guideline of the TQM strategy can be helpful to achieve different organizational objectives such as customer satisfaction, employee involvement, organizational management, and improved process, etc.

**References**

Gharakhani, D., Rahmati, H., Farrokhi, M. R., & Farahmandian, A. (2013). Total quality management and organizational performance. *American Journal of Industrial Engineering*, *1*(3), 46–50.