



CRITICAL SUCCESS FACTORS FOR THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN HOSPITALS

Syeda Amtul Mahaboob,

Ph.D Scholar ,

Department Of Management Studies,

Maulana Azad National Urdu University,

Gachibowli, Hyderabad.

ABSTRACT

Quality has always been a matter of concern both in manufacturing and service sectors. Hospital industry being one of the services industries is making efforts to deliver quality services to its customers. The method most commonly adopted by hospitals these days to maintain quality services is the total quality management. In order to implement total quality management, the management needs to identify the critical key areas where it should concentrate more for success called critical success factors.

Methodology: The present study tries to identify the various critical success factors which are necessary for successful implementation of total quality management in hospitals based on a review.

Conclusion: The present paper identified the critical success factors necessary for the implementation of total quality management in hospitals.

Keywords: total quality management, critical success factors, hospitals.