

Table of Content

Particular	Page No
Preface	03
Acknowledgements	04
Table of Contents	05
Executive Summary	06
Chapter 1: Introduction	11-15
1.1 Effect of QM Implementation	12
1.2 Industry Institute Interaction	14
1.3 Objectives	14
1.4 Limitations	15
Chapter 2: Review of Literature	16-42
2.1 Entrepreneurial Synergy of MSMEs	16
2.2 Performance and Importance of Indian MSMEs	17
2.3 Challenges and Opportunities of MSMEs	20
2.4 Overall Trend of R and D Performance in MSMEs	23
2.5 QM: Philosophy of Change	26
2.6 Critical Success Factors for QM	29
2.7 Different International Quality Awards	31
2.8 History of Quality Awards	33
2.9 Indian Quality Awards vs. MBNQA, EQA	37
2.10 AHP and QM	40
2.11 Gap in Existing Literature	42
Chapter 3: Research Methodology	43-52
3.1 Sampling Design and Data Sources	43
3.2 Research Methodology	47
Chapter 4: Data Analysis and Result Discussion	53-69
4.1 Present Status of MSMEs	54
4.2 SWOT Analysis	59
4.3 Situational Analysis of MSMEs	61
4.4 Development of Quality Model	63
Chapter 5: Findings and Recommendations	70-72
Research Summary	73
References	74-79
Annexure-I	80-86