

Knowing and exploiting total quality management different dimensions effect on firm ability to mass customization (case study: Rasht producing firms workers)

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Abstract : Mass customization serves as a new subject in management and marketing science . Additionally , todays this issue in producing units and institutions activity has received special importance and place in mass circulation. This research aims to study total quality management different dimensions effect on firm ability to mass customization. This research statistical community is 500 Rasht producing firms workers. Statistical case regarding to Moorgan table has been 217 ones. And research unlikely sampling method is available. Present research aim is practical and its data collection is research descriptive and correlation type. Information collection method is field , research instrument was questionnaire and data analysis method used structural equations modelling. After variables descriptive study to study hypotheses used factorial structures and path analysis method and using AMOS18 software studied path coefficients for variables and provided research practical model. Research results indicated that total quality management dimensions including solving group small problems , leading high management , information and its feedback , providers contact , client concentration and management process affect on mass customization ability. **Keywords:** total quality management , mass customization ability , Rasht producing firms

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