

The adoption of TQM in the Egyptian context: A diffusion of innovation perspective

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Abstract

This study investigates and examines the key determinants of the adoption of innovation (TQM). For this purpose, a research model is proposed showing the relationship between three groups of factors (perceived characteristics of innovation, characteristics of the external environment and organisational characteristics) and the adoption of TQM. Based on data collected from 239 manufacturing companies operating in Egypt, statistical analysis was carried. The results show that perceived relative advantage, perceived compatibility, observability, environmental uncertainty, centralisation and formalisation are significantly associated with the adoption of TQM by manufacturing companies.

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