

Abstract Details

Title: Analysis Of Management Strategies And Practices To Achieve World Class Manufacturing

Authors: Rajeev Saha

Abstract: The Recent Advances In Technologies And Globalization Have Pushed The Manufacturing Entities Of The World Into A Competition Zone Where Survival Exists For The Fittest One. Traditional Practice Of Having A Few Products For A Longer Shelf Life And Very Little Competition Has Been Replaced With Short Product Life Cycle, Global Competition And Fast Changing Consumer Taste. As Consumers Are Pampered With Variety Of Choices Available At Competitive Price, Manufacturing Entities Need To Change Their Strategies To Stay In The Market. As Such They Have To Think And Deploy Strategies With An Eye On The Future While Fulfilling The Current Need Of The Consumers. The Management Strategies And Practices That Can Be Employed To Achieve World Class Manufacturing Has Been Analyzed In This Paper Using Interpretive Structural Modelling (Ism).

Keywords- World Class Manufacturing, Management Strategies& Practices For Manufacturing, Interpretive Structural Modelling (Ism)