

Total Quality Management and Performance of SME's in Nigeria

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Abstract : This study investigated the impact of Total Quality Management (TQM) on the performance of Small and Medium Enterprises (SMEs) in Nigeria. The TQM components examined included continuous improvement (CIM), customer focus (CUF), and strategic management (STM). Data collected were analysed using ordinary least squares regression and analysis of variance (ANOVA) techniques. The findings indicated that continuous improvement, customer focus, and strategic management positively influenced the performance of SMEs. However, the study also revealed that employee training (TRA) and employee involvement (EPI) had a negative effect on SME performance in Nigeria. As a result, it is recommended that training programmes be tailored to employees' needs through careful assessment, enabling them to identify opportunities to enhance their skills and understanding. This approach would support their contribution to improving the quality of production processes and, in turn, boost SME performance in Nigeria. In conclusion, an effective and efficient implementation of TQM can significantly enhance the performance of SMEs.

Keywords : quality management, strategic management, continuous improvement, customers' focus, employee training, employee involvement, small and medium scale enterprises

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