

# **ASSESSING QUALITY PRACTICES AND PERFORMANCE RELATIONSHIP: A REVIEW FROM DIFFERENT INDUSTRIES**

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## **ABSTRACT**

This study explores previous research studies in the area of quality management and organizational performance. The study explains why different quality practices like leadership, quality strategic planning, recognition and rewards are used for better performance in firms and also explains different scenarios in which the quality practices have a positive or negative influence on organizational performance. This study is a sincere effort to explain the effect of various quality practices on the company performance in various industries within United Arab Emirates from manufacturing, services health, education, banking and others, this study discusses how various quality practices can effect differently on different dimensions of firms performance and gives a holistic view of quality practices and their both positive and negative effects on different forms of performance. The paper firstly categorized these studies according to the journal in which these studies are published then further divide them according to their research design into quantitative, qualitative and review types. The studies are analyzed on set criteria of industry, quality indicators, outcome indicators and results. The trends identified in this paper shows that irrespective of type of industry most studies have found a positive relationship between quality practices and firms performance.

**Keywords:** Quality management; Organizational performance; Industry, United Arab Emirates