Exploring Competitive Priorities and Firm Performance in Steel Organisations Using Importance-Performance Analysis With PLS-SEM: An Evidence from India

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Abstract

This paper aims to determine the most essential competitive priorities in terms of relative importance that enables competitive steel manufacturing in India and how these contribute to boost firm performance. Empirical data from 248 managers of Indian steel industries were gathered using a survey method. It also applies Importance-Performance Analysis (IPMA) using Partial Least Square Structural Equation Modeling with SmartPLS version 4.0 to determine the relationship between importance and performance of competitive priorities and the attributes of firm performance. The results indicate that flexibility must be preserved and emphasized more since it requires improvement, while quality contributes to performance. Similarly, the financial performance shows major importance, while learning and growth adds to the performance of firm performance of steel industries. This research contributes to business strategy in steel organizations by comparing the relative importance of five competitive antecedents to their efficiency in enhancing firm performance. The findings of study can serve as a road map for steel company operations managers, focusing on a certain facet of manufacturing competitiveness based on their strategic orientation. This research adds to understanding by highlighting competitive priorities of the steel industries and their impact in increasing company success.

Keywords: competitive priorities, Importance performance matrix analysis (IPMA), performance, Partial Least Square Structural Equation Modeling and steel industries

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