Preface

Companies have gained major competitive advantage due to quality revolution and have quality as an opportunity for process improvements rather than as a cost (Fust & Walker 2007). However to survive in intense worse era companies are beginning to embrace sustainability as an opportunity to gain competitive advantage. As we embark into new era which has witnessed global slowdown and intense competition to survive, it is quite appropriate to revisit the role of Lean manufacturing in enabling and supporting firm to sustain superior performance. This thesis is focused on soft & hard dimensions of lean manufacturing, which not only helps, in successful implementation but, also provides sustainable competitive advantage. The present research proposes a framework and empirically tests the impact of soft & hard dimensions of Lean manufacturing practices, on firm performance in context to Indian manufacturing firms. It provides an improvement plan for effective implementation of lean manufacturing practices, which is an important perspective for Indian manufacturing firms to achieve superior performance.