ABSTRACT

This research aims to analyze the relationships among four basic factors of Business Environment Characteristics (BEC), Advanced Manufacturing Technologies (AMT), Competitive Priorities (CP) and Business Performance (BP). The researcher has used both primary and secondary data for this study. Primary data has been collected from the top executives belonging to the cadres of Directors, Chief Executives, Managing Directors, General Managers and Senior Level Managers belonging to the functional area of Operations Management of manufacturing enterprises in Union Territory of Puducherry by personally administering a well structured questionnaire. The questionnaire shall consist of of items relating to BEC, AMT, CP and BP, responses for which should be provided in a Likert’s five point scale. The questionnaire was pilot tested with 52 manufacturing enterprises situated in Puducherry. The final questionnaire was administered to 350 manufacturing enterprises selected at a random. The questionnaire was tested for reliability using Cronbach alpha, Communality, Normality, Homogeneity, Multicollinearity, Linearity, Individual item reliability, Construct reliability, Convergent validity and Discriminant validity. The data collected has been suitably represented using tables and figures. The data has been analysed using SPSS and LISREL 8.72 software packages, employing simple as well as modern and sophisticated statistical tools of Simple Mean, Chi-square test, Correlation, Cluster Analysis, Discriminant Analysis, Correspondence Analysis, Fuzzy Interval TOPSIS, Confirmatory Factor Analysis and Structural Equation Modeling have been used to analyze and interpret the data.

The study has revealed that there is a significant relationship among BEC and CP, BEC and BP, AMT and BP, and CP and BP, while there is no such relationship between BEC and AMT of Manufacturing Enterprises in Union Territory of Puducherry.