

**IMPACT OF TOTAL QUALITY MANAGEMENT (TQM) ON ACHIEVING
ACADEMIC KEY PERFORMANCE INDICATORS (KPI): EVIDENCE FROM THE
ACADEMIC STAFF OF PRIVATE SECTOR EDUCATION INSTITUTES**

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ABSTRACT

This study explores the impact of Total Quality Management (TQM) on achieving employee Key Performance Indicators (KPIs) within educational institutes in Western Province, Sri Lanka. It was conducted at 20 private sector education institutes. TQM is a management approach that focuses on continuous improvements, customer satisfaction, and employee empowerment. This study examines how implementing TQM principles influences academic staff performance and productivity by explicitly meeting KPIs. This study aims to identify the key factors contributing to the successful alignment of TQM practices with academic KPIs through a mixed-method approach involving surveys, a comprehensive literature review, and empirical analysis. It investigates the roles of student success, admissions, enrollment, and staff performance. This will add to the graduation rates, course success rates, student outcomes, and student engagement for student success. Transfer rate, enrollment, retention, and effectiveness of marketing programs for admissions and enrollment, faculty workload and productivity, student-to-faculty ratio, and faculty turnover for staff performance will be measured. These factors affect the tracking of a firm's progress, with which decision-makers may perform internal and external benchmarking. The findings of this study provide valuable insights into the effectiveness of TQM in enhancing academic staff performance metrics and achieving institutional goals. This study aims to contribute to the existing literature on TQM and performance management. It offers practical recommendations for organizations to optimize quality management practices and improve employee KPI attainment.

Keywords: TQM, KPI, student success, admissions and enrolment, staff performance