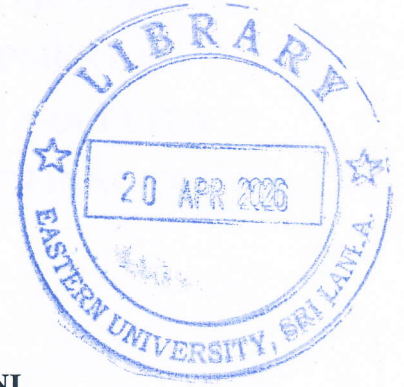


**TOTAL QUALITY MANAGEMENT PRACTICES AND
CORPORATE SUSTAINABLE DEVELOPMENT IN
MANUFACTURING COMPANIES IN NUWARA ELIYA
DISTRICT: THE MEDIATING ROLE OF GREEN INNOVATION**



By:

LETCHUMANATHAN KABILASHINI

REG NO:EU/IS/2019/MS/139

INDEX NO: MS 2319

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as partial fulfilment of the requirement for the Degree of Bachelor of Business Administration Honours (BBA Hons).



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FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2025

ABSTRACT

This study examines the relationship between Total Quality Management practices and Corporate Sustainable Development in manufacturing companies located in the Nuwara Eliya District, with a particular emphasis on the mediating role of Green Innovation. The first objective of this study is to assess the levels of Total Quality Management (TQM) practices, corporate sustainable development, and green innovation in selected manufacturing companies in the Nuwara Eliya District. In response to the increasing global and local focus on sustainable industrial practices, the research investigates how core TQM elements such as leadership, customer focus, strategic planning, process and knowledge management, supplier quality management, and human resource management can contribute to achieving environmental, social, and economic sustainability within the manufacturing sector.

The concept of green innovation, comprising green technology innovation and green management innovation, was introduced as a mediating variable to explore whether innovative environmental practices strengthen the impact of TQM on sustainable outcomes. Data were collected through a structured questionnaire administered to 150 respondents selected from various manufacturing firms operating in the Nuwara Eliya District. The data analysis involved descriptive statistics, correlation, and mediation analysis using appropriate statistical tools.

The finding for the first objective revealed that TQM practices, green innovation & CSD were perceived at very high levels. The findings reveal that TQM practices are significantly and positively related to corporate sustainable development. Moreover, green innovation was found to play a partial mediating role in the relationship, suggesting that TQM practices become more effective in promoting sustainability when complemented by green innovation strategies. These results emphasize the importance of integrating green thinking into quality management systems and provide empirical evidence to guide manufacturing companies in Sri Lanka toward more sustainable operational models.

Keywords: *Total Quality Management, Corporate Sustainable Development, Green Innovation, Manufacturing Sector, Nuwara Eliya District*

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