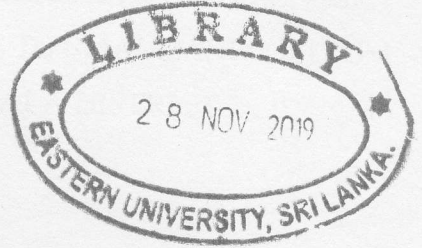


**IMPACT OF OPERATION MANAGEMENT PRACTICES ON BUSINESS
PERFORMANCE WITH SPECIAL REFERENCE TO SMALL AND MEDIUM
RETAIL BUSINESS IN KURUNEGALA DISTRICT**



By

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ABSTRACT

Operation management practices helps to improving the effectiveness of organization. In the operation management practises give to path for repaid growing small and medium business in sri lanka. The aim of this research paper is to find out the “What is the impact of operation management practises on business performance with special reference to small and medium retail business in Kurunegala district”. Conceptual model is developed based on reviewing literature. The study has been developed by researcher based on two research articles. Used by (Berman, 2010) and (Kittma, 2006). As per their studies includes the dimensions of Marketing (MKT), Finance (F), Human Resource Management (HRM), Inventory Management (IM), Maintenance (M) and Insurance(I).

Primary data that has been used for the study were obtained from small and medium retail business in Kurunegala district. Random sampling method was used to obtain 287 responds of retail business owners and managers. The collected data has been analyzed by using descriptive statistics, independent sample t test, simple regression analysis and multiple regression analysis.

Under the findings of the study, all of the operation management practices dimensions at acceptable level. Among those dimensions Marketing has scored the highest mean value. Maintenance has lowest of mean value. Finance, Insurance, Inventory management and human Resource Management have middle mean values comparing Marketing and maintenance. There was a high usage of marketing function among small and medium retail business in Kurunegala district. And also there was a low practice of maintenance function among small and medium retail business in Kurunegala district. The marketing, inventory management, maintenance and insurance are positively and significantly impact on business performance. But the variables of finance and human resource management are positively impact on business performance but not significant. So, it is concluded that operation management practices is positively and significantly impact on business performance of small and medium retail business in kurunegala district.

Keywords: Marketing, Finance, Human Resource Management, Insurance, Maintenance, Inventory Management.

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