

CONTENTS

No.	Title	Page
	Acknowledgment	i
	Contents of Content	ii
	List of Tables	vi
	List of Figures	vii
	Abstract in Arabic	ix
	Abstract in English	x
Chapter One	Introduction	01
1.1	Introduction	01
1.2	Statement of the Problem	03
1.2.1	Lack of empirical studies	03
1.2.2	Lack of empirical studies in the developing economies	04
1.3	Purpose of the study	04
1.4	Study Objectives	05

1.5	Study Questions	05
1.6	Study Limitation	06
1.7	Structure of the thesis	06
1.8	Terms Definition	07
Chapter Two	Literature Review	09
2.1	Introduction	09
2.2	The definition of TQM	11
2.3	The basic principle of TQM and its components	13
2.4	Deming's Approach to TQM	17
2.5	Juran's Approach to TQM	21
2.6	Crosby's Approach to TQM	23
2.7	The Malcolm Baldrige National Quality Award	25
2.8	The European Quality Award (EQA).	27
2.9	The Australian Quality Award (AQA)	28
2.10	The critical factors of TQM	28
2.11	Ramirez and Loney: The original study	31
2.11.1	Ramirez and Loney Critical Factors	37

2.12	Palestinian Study (Baidoun; 2003)	56
2.13	Summary	60
Chapter Three	Methodology	61
3.1	Introduction	61
3.2	Aims of the Survey	61
3.3	Survey Questionnaire Design	62
3.4	Methodology	63
3.5	Sample Selection	64
3.6	Breakdown of Jawwal Managers	64
3.7	The Survey Questionnaire.	66
3.8	Response Rate.	66
3.9	Summary	66
Chapter Four	Finding of the Study	67
4.1	Introduction	67
4.2	Data Analysis	67

4.2.1	Majority Rule	67
4.2.2	Findings	68
4.3	Summary	97
Chapter Five	Conclusion & Recommendation	98
5.1	Conclusion.	98
5.2	Recommendations	103
References		105
Appendix I	Questionnaire	114
Appendix II	Jawwal	120