

MASTER OF BUSINESS ADMINISTRATION PROGRAMME - 1992

FACULTY OF GRADUATE STUDIES - UNIVERSITY OF COLOMBO

DISSERTATION - MBA 514

A Dissertation submitted in part fulfilment
of the Requirements of the Master of Business
Administration Degree of the University of
Colombo.

TOPIC : APPLICATION AND EVALUATION OF MANAGEMENT
BY OBJECTIVE MODEL (MBO) IN GARMENT
MANUFACTURING INDUSTRIES - AN EMPIRICAL
STUDY IN RESPECT OF TEN COMPANIES AT EXPORT
PROCESSING ZONE.

532308

UCLIB



532308

SUPERVISOR : PROFESSOR W. M. JAYARATHNE

STUDENT : POTHUPITIYAGE DON GEORGE STANLEY

REGISTRATION NO. : 90 / MBM / 19

EXAMINATION INDEX NO. : MBA 308

Approved for submission by :

Date : 31 October 1992

The garment manufacturing industry plays a significant role in Sri Lanka's economy. The textile and garment manufacturing sector contributed 31% out of total exports during the year 1990. The garment manufacturing industry started its operations under G.C.E.C. Act No.4 of 1978. Most of these garment factories at Katunayake are owned by 100% foreign companies or foreign collaborated companies with local partners. The management style of these organizations are differ from one to another. The reason for this situation is, the expatriate managers influence on managerial practises. They bring with them, their own managerial attitudes, norms and value systems to the country. Therefore the advancement of managerial practises is important in this industry. The research study revealed that the employees of this industry are not happy about their performance appraisal systems. Hence, formulating of a new employee performance evaluation system based on MBO technique is important. The researcher suggests to implement a MBO based model to the production areas of garment manufacturing industry with the help of modern computers. The GCEC could be able to take initiative action to implement this procedures in the industry. This makes industrial harmony among employees and management. The managers should be trained on MBO and the employees must be given the understanding about MBO technique. The other supportive services personnel should be given understanding that they cannot be fixed under MBO framework. The researcher strongly suggest to apply MBO based model to this industry to formalize management practices and to have industrial harmony among employees and management.