

## IMPACT OF QUALITY MANAGEMENT PRACTICES ON THE PRODUCTIVITY OF THE FREELAN ENTERPRISES (PVT) LTD

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There are few studies directly concentrated on the impact of quality management practices on productivity. Most of the researchers found that there is a positive relationship between quality management practices and productivity. Recently, it was found that there are many issues in the quality management practices of the company, which impacts the poor productivity level of the organization. Therefore, the purpose of this research was to determine the impact of quality management practices on the company's productivity. A structured questionnaire was distributed by using the stratified random sampling technique. 73 employees were selected as the sample from all the employees available in the organization. To analyze the data, correlation and regression analysis were used. The correlation analysis findings indicated a strong significant relationship between the quality management practices and company's productivity. Further, the regression analysis showed that there is a significant impact of quality management practices on the productivity of the company. It is recommended to improve the quality management practices to enhance the organization's overall productivity. Moreover, the findings will be benefited future researchers, managers, and shareholders in taking a decision based on quality management practices and productivity.

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