

AN INDUSTRY WISE COMPARATIVE STUDY ON EMPLOYEE PERCEPTION ABOUT THE IMPLEMENTATION OF TRANSACTION MANAGEMENT FOUNDATION (TMF) IN MSME UNITS OF INDUSTRIAL ESTATE

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ABSTRACT

***Introduction, Research Gap and Research Problem:** Micro, Small and Medium Enterprises have emerged as a vibrant and dynamic component of Indian Economy by virtue of their significant contribution to the gross domestic product, industrial production, and exports. The most important contribution of this sector is towards employment generation. The term MSME is widely used to describe the small business in the private sector. The MSME sector plays a significant role in every economy. The MSME sector in India is also characterized by its high growth potential and its contribution to economic growth and development. In spite of this, the MSME sector faces sickness due to various factors which can be overcome by the collaborative effort of supply chain partners. Among the various industrial estates in Trivandrum, Manvila Industrial Estate has caught the attention of media due to its lack of infrastructure development and government negligence. The industrial estate, which was developed with the aim of providing economic development, is now in a declining condition. The main problem could be lack of conceptual framework and basic knowledge of supply chain management amongst the business practitioners. An effective supplier and customer relationship, along with efficient internal marketing practices will help the firms in making strategic decisions that provide value addition to its customers. The study aims to evaluate the Transaction Management Foundation practices adopted by the MSME units of Manvila Industrial Estate. Transaction Management Foundation has broadened the scope of decision making for entrepreneurs. It helps to optimize the performance of the business across the entire channel partners of both upstream and downstream. TMF underscores the importance of incorporating all the marketing communication efforts.*

KEYWORDS: MSME, Transaction Management Foundation, Supplier Relationship Management, Internal Supply Chain Management, Customer Relationship Management