

## ABSTRACT

Telecommunication is a rapidly developing industry in present Sri Lankan context. The competition among the companies in the industry are increasing, due to new entrants to the market, new policies and regulations, introduction of new state of art technologies and market saturation (Cherath,2014).

Therefore successful existence in the market essentially depends on the quality of the service provided to the customer. Telecommunication industry primarily consists with educated and skilled employees and resources. Supply chain management practices should have a strategic and applicable approach to manage these employees and resources those can be considered as a valuable asset to the company. Hence supply chain management practices should be designed in such a way that it fulfills the ultimate goals of quality systems.

Number of researches has been carried out previously on different quality concepts in the context of manufacturing and service sectors. The objective of current research is to analyze the relationship of supply chain management practices to the performance of quality systems of telecommunication companies. Hence make recommendations to improve the quality system performance by altering the existing supply chain practices. The considered supply chain practices and criteria for measurement of quality system performance were identified referring the literature and according the conceptual model was developed.

The data was collected from four operators who are in mobile and fixed line operation. Data analysis consisted with descriptive statistics which were used to analyze the characteristics of sample and respective companies. Statistical analysis methods were used to test the hypotheses. The factor analysis was performed to validate the research constructs and Cronbach's Alpha calculation was used to analyze the reliability.

The Findings of the research indicates that there is a significant positive relationship existing between supply chain management practices and the quality system performance those are service quality and continuous improvement behavior.