Abstract

Identifying competitive priorities in operations it has been a key element in the investigation of manufacturing strategy. However this literature has little empirical support. Prior research has not been dedicated to analyse the importance that the managers of operations grant to each competitive priorities. In this sense the paper explores several important research questions: What is the relationship between operations competitive priorities and performance? What competitive priorities constitute the base of the competition of the industrial companies? We pretend to answer to these questions, through the data picked up of a total of 353 Spanish industrial companies.

Keywords

Operations Management, Competitive priorities, Productivity.