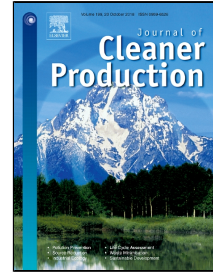


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An extensive study to assess the sustainability drivers of production performances using a Resource-Based View and Contingency analysis



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Abstract

This study is focused on the investigation of the main sustainability drivers that may improve production performances for Asian firms. The main objective of the paper is to unfold the potential tangible and intangible sustainability resources that can act as strategic assets in improving production performances, with the Resource-Based View as the main framework used in the study. As a further investigation, the research explores how these resources may vary under the contingency perspective, by considering two different stages of implementation of Quality Management Systems within the respondents. These issues are examined through a wide survey of textile firms in India and Pakistan, using Structural Equation Modelling as the main tool for investigation. *Some of the main outcomes show that Environmental Management and Safety Management result in the strategic use of resources to improve production performances. It emerges from the contingency analysis that increasing importance is given to intangible assets by those firms that are at an advanced stage of implementation of their Quality Management System.*

Keywords: Production Performances, Environment, Safety, Social Issues, Sustainability, Resource Based View, Contingency Perspective, Structural Equation Modelling, Quality Management

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