

MEASURING SUSTAINABILITY AND COMPETITIVENESS AMONG MALAYSIAN MANUFACTURERS: A CONCEPTUAL PAPER

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ABSTRACT

Organizations in developing countries are well aware of their significant contributions towards achieving the nation's high income economy status. However, limited research has been conducted to uncover the specific criteria required by these organizations towards achieving the high economy status. The turbulent business environment compels firms to adopt appropriate strategies for effective and efficient operations. Nevertheless, there are various considerations that can affect the success of such initiatives. This paper presents a model on the antecedents of achieving high income country status by Malaysian manufacturers. This research proposed a model for organizations in developing nations to highlight the importance of their capability, competitiveness and sustainability to realize the vision of becoming a high income economy status. The model then enables several empirically testable propositions that are relevant to develop a survey instrument for this study.

Key Words - Capability Building, Developing Country, Manufacturers