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Assessment of the Middle Administrative Leadership’s Awareness of the Implementation of the Concept of Total Quality Management (TQM) in Commercial Banks operating in Jordan

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This study aims to identify the role of the modern concept of total quality management (TQM) and how it is applied by the middle management that links between senior management and clients in the most important service sector: banks. It also aims to identify the middle management’s awareness and understanding of the concept and importance of applying total quality management in commercial banks operating in Jordan. In general, the study found that there is a high awareness and understanding of the concept of total quality management. Middle management is also fully aware of the meaning and importance of applying total quality management in commercial banks was very low. There are obstacles hindering the application of Total Quality Management. Therefore, the study recommended that middle management should be given the opportunity to apply Total Quality Management, because the role of this management is executive and has an important role in this area. There should be therefore a training plan with a timetable for all levels of management in the bank, and the banks should provide effective communication channels to identify customers’ needs, and create distinguished human relations among the staff. The workers should also be involved in the formulation of the vision and message of the bank. The researcher also recommended that there should be specialized administrative units interested in total quality management.

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