

DECLARATION

Student Declaration

I, K. U. M. Madhusha (2009/06/017), certify that this dissertation is a presentation of my original research work except where indicated by special reference in the text and no part of the dissertation has been submitted for any other degree. Any errors

IMPACT OF PARTICIPATIVE DECISION MAKING ON
PRODUCT INNOVATIONS

(With special reference to Hotel Industry in Southern Province)

Supervisor's Declaration

This is to certify that the above dissertation is a presentation of original work and that the student has obtained the necessary approval by the Course Committee of Entrepreneurship and Management, Uva Wellassa University.

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**Impact of the Participative Decision Making on the Product
Innovations
(With special reference to Hotel Industry in southern Province)**

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Key words: Participative Decision Making, Product Innovations

ABSTRACT

Study on the PDM and product innovations leads to show that the managerial level and their participation to the product Innovations. Innovations are greatly imperative to an organization. The recognized customer needs can lead to an innovative product. Objectives are lead from the study the relationship between PDM and Product Innovations, Assess the contribution on PDM and Product Innovations and those are leading for development in Hotel Industry. The study is conducted on the hotels in southern province which are categorized under the stars.42 managers are selected from each level of Managements. The questionnaire method along with the in-depth interview is used to obtain the information of the study. The structure of the PDM, Form of the PDM and Decision issues in PDM are the three dimensions which are identified to measure PDM and the relationship with product innovations in each dimensions. Results suggest that there is a relationship between PDM and Product Innovations in Hotel sector. The relationship on PDM and product innovations is lead for new products and it goes to development of Industry. The result of the study presents a strong step toward providing practical as well as theoretical implication on the PDM and Product Innovations.

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