



The Influencing Determinants of Evaluating Performance of Readymade Garments Industries

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Abstract

This research investigates the influencing determinants of evaluating performance of Readymade Garments Industries such as strategic orientation, digital engagement, and market dynamism. Given the industry's pivotal significance in the national economic landscape and its susceptibility to international competitive dynamics, it is imperative to comprehend how both internal capabilities and external conditions influence organizational performance. The study employed a quantitative research methodology to gather data from 400 participants who held diverse managerial and operational positions within the RMG industry. Statistical findings employing Pearson correlation coefficients along with multiple linear regression showed that the three variables notably and positively impact organizational performance, with strategic orientation recognized as the main predictor. Additionally, digital engagement was determined to be essential for augmenting operational efficiency and responsiveness, while market dynamism highlighted the necessity of adaptability in unpredictable contexts. These findings enrich the strategic management literature about emerging markets and provide practical recommendations for business leaders and policymakers striving to enhance competitiveness, sustainability, and resilience within Bangladesh's garment sector.

