INTRODUCTION

This research explains an in depth body of literature to inquire into the factors effective on performance of firms implementing Advanced manufacturing technology (AMT). The aim of this analysis is to supply a comprehensive viewpoint of problems associated with roaring implementation of AMT and supply some directions to managers and investigators to create a corporation well-prepared to just accept new technological advancements. The factors are classified into three classes: technological, structural, internal or outside factors. A spread of pressures either domestically or globally encourage makers to become additional agile, responsive and versatile within the event that they wanted to survive. The literature showed that so as to own a fruitful result from AMT investment, the structure, culture, operational strategy and human resource got to be organized and integrated fittingly with one another to stay faraway from probable barriers or problems. Corporations that operate in developing AMT, fresh industrialized countries face lots of uncertainties once venturing in to the fashionable world markets [4]. Planned framework will be used as a suggestion for managers and investors in lifting up their AMT implementation system therefore, it absolutely was important for manufactures to own the flexibility to contend owing to the globalization altogether aspects of product producing like product variations, labor, market experience etc [9]. These enclosed massively enlarged competition and globalization of production process they served to position stress on a good set of value factors like style, product innovation frequency, and customization and delivery responsiveness [7].

The rise in each handiness and vary of AMT alternative disclose major opportunities not just for up substitution innovation however conjointly for radical alternatives. These opportunities have not been done before and do in ways in which weren't attainable past [15]. Changes in communication and interaction associated with AMT implementation are shown to end in larger satisfaction with the technology [15] and AMT adoptions seem to be a key condition for long run aggressiveness. However, several AMT comes fail to fulfill the expectations of their adopters [11] and increasing signs of issue began to emerge that steered that the interpretation of potential advantages into real competitive advantage wasn't continually as straightforward as language a cheque for a brand new piece of equipment[13]. In several cases not solely AMT investments are criticized for not yielding the specified results[5], however conjointly some researchers found a
negative contribution of AMTs to the firm performance [2] [31]. The researchers finished that the link between AMTs and firm performance contains a advanced relationship [28] and therefore the link is influenced by alternative factors, some governable and a few not governable [9].

These conditions give nice challenges to companies, which may have an effect on company strategic directions and alter business and producing ways. In an endeavor to survive underneath such conditions, firms area unit giving a strategic role to producing, from merely supporting promoting ways to taking part in a serious role in strengthening a company’s market position [8]. The effective implementation of advanced producing technology is taken into account to beat this turbulent and hostile atmosphere. This feature is a very important resolution particularly for little and medium size firms [19] within which lack body and inadequate level of mean staff and engineers and don't seem to be attentive to the ways that within which AMT may be useful for them [30].

Thus, applying and adopting new technologies indicated that there area unit broader problems that ought to be thought-about. Management of companies that area unit considering the adoption of AMT got to acknowledge, perceive and address these problems so as to beat or circumvent the issues of previous installations. They need knowing what the structure and strategic factors area unit that create a firm additional competitive and adaptation victimization AMT in rising its performance and whether or not AMT’s impact on company performance additional pronounced if related to a compatible structure style and human force and management practices. Attributable to high price and moderate-to high risk concerned in AMT investment, it's therefore vital for any organization to understand additional regarding these factors. Generally, the investigated factors may be classified as technological, structure and internal/external. This classification is illustrated in Fig. 1.

This study may be a step in paving the thanks to give an summary and steering in AMT adoption and also the correct mix of strategic and vital components that results in effective use of AMT in enhancing company performance.