

## **Performance Determinants of Indian Cement Industry: A Masons' Perspective**

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**Abstract:** This paper attempts to analyze the factors that affect performance of Indian cement industry. The study is based on the responses collected from masons who are considered to be the major stakeholders. An exploratory research design is applied to analyze and conclude the data. Results reveal that the performance of cement industry of India can be measured in terms of value creation, logistics performance, firm competitive performance and customer performance. The study is helpful in facilitating top and middle level management to design appropriate customer and market friendly policies and thus to devise action plans to keep the firms performing well in these turbulent environments. The findings help to understand the cement industry dynamics and to shape regulatory and competition policies.

**Keywords:** Cement Industry, Value Creation, Mason, Logistics, Customer, Competitive Performance

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