

Quality – access to success, nr. 7-8/2007

EDITORIAL

- Tudor Maruntelu, *Romanian constructors do lobby for quality*

INFO/EVENT

- CONTEL 2007
- ISO standards for life cycle assessment to promote sustainable development
- ISO safety standard will encourage market for road vehicles powered by natural gas
- ISO/TS 22003
- How to benefits of ISO 9001:2000 – for service sector
- The 4th International Conference – ICEEM/04
- International Conference on Business Excellence – ICBE 2007

QUALITY MANAGEMENT

- Emil Ciobanu, *Process approach of quality management (II)*

The paper develops the 4th principle of Quality Management, in the spirit of SR EN ISO 9001:2001 standard, to promote process approach of quality management in the elaboration, implementation and improvement the effectiveness of quality management system, with the scope of increasing of customer satisfaction.

- Andrei Szuder, Cristina Szuder, *ISO/TS 16949:2002 – A major change in managerial culture*

ISO/TS 16949:2002 is the new quality standard for the auto-motive suppliers. Almost all the Auto Manufacturers are requiring registration to ISO/TS 16949:2002 . The standard ensures a global quality system approach in the supply chain for supplier/subcontractor development. It is crucial for Romanian automotive parts suppliers to adopt ISO/TS 16949 – quality standard and comprehend the importance & future implications of ISO/TS 16949 especially now when the suppliers are global in nature and those who are not certified can be easily eliminated from the market. The paper present: the main aspects and goals of the standard; the new approaches in management culture necessary to implement the standard; the differences with ISO9001:2000; the challenges for auto suppliers, the effective way to implement the standard into a company and the relationship among QMS with the company Business Plan, Objectives; the ways to identify and to describe the main company processes, especially Customer Oriented Processes; the importance of motivation and the participation of the employees to all the phases of the standard implementation; the role of an external consultant in the design, setting up and implementation of the standard.

- Stefan Ungureanu, *Testing and calibration laboratories – accreditation or certification?*

Inside of laboratories with deliveries testing and calibration services and among users of laboratory services often there is misunderstanding and confusion about the objectives and roles of accreditation based on ISO/IEC 17025: 2005 – General requirements for competence of testing and calibration laboratories, and certification based on ISO 9001:2000 – Quality management systems. Requirements.

The article presents the differences between standard's ISO/IEC 17025 requirements

and standard' s ISO 9001 requirements, between used processes to determine compliance with them and demonstrates that accreditation and certification are two distinct activities.

In the present work, the author try to propose the draft of a Integrated Management System model, based on process and personalized on delivery of testing and calibration services.

- Lucia-Violeta Melnic, Cosmin Dobrin, Ilie Constantin, *Customer – essential factor of quality assessment*

Evaluation process is a key process in every organization activity. If the evaluation process is not used than the efficiency of employees, processes and organization can not be known. What is not measured can not be checked and also can not be managed. The evaluation process must comprehend the entire organization and because of this the total quality management is a fundamental process and is a fact that the continuous improvement process is characteristic for the quality practice. Actually the quality concept is based on the quality control practice, applied first on the products and then on the processes. The quality control techniques were applied on the products and processes using especially data regarding the physical dimensions, because of the industrial character of the processes that were applied for. Recently and as a consequences of the increasing area of application for a quality as a concept, the measurement domain were extended and affects now even the satisfaction of internal and external customers and the management and services activities.

- Steliana Cojocariu, *The main quality assurance systems recommended by World Tourism Organization in the hospitality industry*

The paper presents the main quality assurance systems recommended by the World Tourism Organization in the hospitality industry.

- Anca Purcarea, *The importance of consumer behaviour in the light of quality management*

This article discusses the role of consumers in product policy with respect to theories on consumer decision-making and in the light of product chain thinking. As consumers' decision-making models with respect to consumer products are most often based on heuristics simplifying the decision process, incorporating considerations into these models is a challenging task for product policy and management programmers. The traditional approach to study consumer decisions has been based on an assumption of a rational decision-maker with well defined and stable system of preferences. The decision-maker is assumed to have knowledge of all the relevant aspects of the products available for choice as well as the consequences of each alternative choice. It is assumed that the consumer is able to calculate which option, product or service, will maximize her/his received value or expected utility. This rational choice theory, which has its roots in basic microeconomic theory, has for long been widely accepted as the basis for research on consumer decision-making and reasoning.

- Marieta Olaru, Valentina Mihaela Ghinea, *Generalities concerning the risk management*

Risk management is a discipline in a continuous developing. There are a lot of concepts regarding its content and implications, the way that it must be managed and nevertheless the reason of its appearance. In order to assure the unitary understanding of the: used terminology, process of risk management, organisational structure of the risk management, objectives of the risk management, it became necessary to establish some main concepts and stages.

- Lucretia Mariana Constantinescu, *Total quality – a new paradigm in quality management*

The paper turns to account the author's information obtained for the elaboration of her doctoral dissertation „Implementation project of TQM for producing and commercialization of hard-goods“.

- Sebastian Ceptureanu, Eduard Ceptureanu, *Value analysis – a modern method to reengineering the management system of organization*

Value analysis method is applied to all systems. Systems have functions who generate activities – added value, then the method may be applied to reengineering management system in order to arise organisational efficiency and competitiveness.

ENVIRONMENTAL MANAGEMENT

- Elena Dumitru, *Environmental economical instruments*

The economic instruments can be qualified as actually being 'economic' according to their effects upon cost assessment and advantages for various possibilities of actions for economical operator, the basic principle being to influence the decisions and behavior of these economical operators such as all actions lead to environmentally efficient results which would not be possible in the absence of these instruments. In Romania, the focus is represented by environmental taxes and levies, thus the Romanian legal framework transposing the Directive 94/62/CE on packaging and packaging wastes concentrates on environmental tax as corrective economical instrument and on guarantee system applied for returnable packages, but identification of alternative methods (urge/incentive) is needed for stakeholder encouragement.

FOOD SAFETY MANAGEMENT

- Ioana M. Balan, *Total Quality Management in agroalimentary field*

The paper presents a model of Total Quality Management implementation in agroalimentary field from Romania. The case study is regarding to animal products from romanian agriculture.

INFORMATION SECURITY MANAGEMENT

- Floarea Baicu, Andrei Mihai Baicu, *Electronic signature – application of cryptographic techniques*

In this paper are presented some key elements about the electronic signature: distinct features, creation and checking it, secure system for creating such signatures. The paper also speaks about the issues regarding the free access vs. trust regarding the electronic signature and the electronic certificates.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Steluta Elisabeta Nisipeanu, *Corporate social responsibility and occupational safety and health*

As an inspiring and strategically important development, corporate social responsibility (CSR) is becoming an increasingly important priority for companies of all sizes and types. Occupational safety and health (OSH) is an essential component of CSR and this presents managers and OSH professionals with a variety of opportunities and challenges. With increasing globalisation, greater environmental and social awareness and more efficient communication, the concept of companies' responsibilities beyond the purely legal or profit-related has gained new impetus. Businesses need to be seen acting responsibly towards 'people, planet and profit'.

INFORMATION SOCIETY

- Octavian Ionescu, Mihaela Zanfiroiu, *5 reasons to promote a governance system of processes in Romtelecom*

Lately, the interest of specialists in the field of Business Process Managements (BPM) and all related areas is increasing. The reason might be that BPM is fashionable or because it represents an alternative to ERP and CRM as a new trend in IT industry. Definitely those are not the only reasons. The interest to introduce BPM in IT&C companies is mainly due to the pressure on financial results of companies, particularly on operational profit – EBITDA. The profit increase has become the target of all Boards and the obsession of each CEO. Examples of IT&C companies growing their EBITDA each year, reducing time to market each month and increasing the customer satisfaction every day are common. How those companies can achieve such results by using BPM and Business Process Governance (BPG)?

This article presents the 5 reasons which Romtelecom S.A. took into account in order to develop a BPM strategy and to implement BPG as a first step to achieve BPM at corporate level.

ACADEMICA

- Codruta Dura, Claudia Isac, *The use of Taguchi method for quality improvement of production processes*

Taguchi Method represents a remarkable improvement of the classic experiment plan method. The Japanese specialist elaborated some standard instruments which simplify the experimenting process and which can be applied in a wide range of domains, that is to say „a collection“ of orthogonally fractioned experiment matrixes and a set of „accessories“ – triangular tables and linear graphics which enables standard matrixes to adapt to specific situations. In Taguchi’s terminology, the factors that cause quality losses are called noise factors, while the performance levels targeted are called signals. Taguchi evaluates the quality of a product or of a manufacturing process through a performance synthetic indicator called Signal/Noise Ratio, which takes into consideration both the average value of the targeted performance and its dispersion simultaneously. The use of Taguchi method for the optimization of a product/production process implies the following steps: defining the objective of the experiment and choosing the characteristics which are to be optimized; choosing the factors and establishing the levels subject to tests; selecting the experiment matrix which corresponds to the experiment objective; carrying out the selection experiment; performing the affining experiment; carrying out the tests and measuring the results; processing and the statistical analysis of the results; the optimization process and the validation test.

- Dan Gogoncea, *Fuzzy systems appliance to standardization global processes dynamics in quality management (V)*

The paper describes the possibilities of fuzzy formalism to translate into mathematical terms the everyday language, in case of uncertainty, thus constructing a possible solution for the standardization in the field of quality.

MANAGER’S LIBRARY

- The House of Publishing „Transilvania“ University of Brasov, Ion Milosan, *Clean technologies applied in engineering and conservation of the industrial environment*