

Quality – access to success, nr. 6/2008

INFO/EVENT

- *New ISO/IEC Guide will help ensure consumers get what they want*
- Dario Agalbato, Daniela Guarnieri, Alessandro Sioli, Tatiana Chirosca, *PIM – Innovation improvement in Business Process Management from East European SME*
- Costel Stanciu, Consumers rights in the case of absence of conformity

QUALITY MANAGEMENT

- Octavian Ionescu, *BPM vs ISO 9001:2000*

This article aims to debate, in the broader context of a firm's business model, about the differences and similarities of BPM and ISO 9001:2000, two different methods and systems for enterprise management.

How the two correlate/compete? How the specialists and the top management should position themselves towards the two practices? To what extent ISO and BPM substitute each other or exclude themselves? Does worth it to invest in both projects? What are the risks and the benefits from economic perspective? Do we have more than image criteria to motivate us to advance towards BPM and ISO?

Here are a series of questions to open a debate that should open the appetite for debating this topic together with our readers, which are invited to take the challenge and participation the discussion.

- Claudia Dobre, *The State aid in European Union (II). The European legal framework for state aid*

A company which receives government support obtains an unfair advantage over its competitors. Therefore, the EC Treaty generally prohibits State aid unless it is justified by reasons of general economic development. To ensure that this prohibition is respected and exemptions are applied equally across the European Union, the European Commission is in charge of watching over the compliance of State aid with EU rules. The EC Treaty contains a list of possible circumstances in which State aid may be granted. Over the years, the European Commission has developed a clear framework for State aid measures which are in the common interest of the European Union and thus allowed. These include developing disadvantaged regions, promoting small and medium-sized enterprises, research and development, the protection of the environment, training, employment and culture.

- Viorel Lefter, Ramona Puia, *Human resource strategy of an organization and the necessity of the conferment of an special attention to its implementation*

The European Union last years problems met in the field of human resources are beginning to be also the problems of the Romanian organizations. Besides the ageing of the active population, the lack of qualified employees, the fluctuation of the human resources, the need to identify methods to increase work productivity, the absence of motivation, the need of flexible work etc., all are real challenges for organizations. The negative consequences of these issues can be encountered and removed only with an efficient human resource strategy, highly related to the global strategy of the organization.

- Veronica Popovici, Elena Condrea, Silvia Muhcina, Sorinel Cosma, *Quality and vertical differentiation of products*

The paper analyses the connection between the concept of product quality and the diversity of products on a given market. The basis of the discussion is generated by elements associated to the theory of differentiating products in the industrial economy, the results being projected in the strategic management or marketing decisions of the players on the Romanian market. Models in the economic literature regarding the vertical differentiation explains the apparent paradox of coexisting products on the market with the same generic functionality, but which in fact are the representatives of the two extremes on a quality scale. This differentiation seems to be explained in Romania by a certain distribution of the consumers' revenues, which permits the existence and survival on the market of concurrent companies, producing goods of different qualities. The quality based differentiation with an extreme dispersion of values is a natural consequence of some objective states of fact, easily envisioned based on the theory of industrial economy; this differentiation is favored by the Romanian integration in the European Union, an economical frame where the distribution of revenues accentuates even more the existence of antagonistic oligopolies oriented by the different quality options of the consumers.

- Cosmin Dobrin, Ion Popa, *QFD Function and the planning of services quality*

The design is of outmost importance in getting success. The design must express the customer's demands regarding the product features. The question is what method should be used in order to express the customer's environment as clearly as possible into the organization. In the present paper we will deal with QFD as an instrument to plan quality.

- Claudia Isac, Codruta Dura, *The role of KAIZEN strategy contextually of Advanced Production Systems implementation*

Nowadays, developed countries undergo a slow evolution of the traditional system of production towards a higher form of the operational management based on advanced production systems – a synthesis of the manufacturing and mechanic systems. Advanced production systems (SAP) are forms of modern production based on computer integrated manufacturing, on equal organization of human abilities and on adapted technology. The new approach is the consequence of the acceleration at the present day technological progress, through the massive introduction of information technology and electronics in the field of the management of production process.

The use of KAIZEN concept within the implementation of SAP has specific forms based on the fact that each methodological component of the Japanese strategy show a high degree of integrability, contributing substantially to achieving positive „chain“ effects within the SAP. Thus, Just-in-Time method (JIT) ensures the efficiency of manufacturing processes, while Total Quality Management (TQM) ensures high quality for all activities on the „quality spiral“, and also for external parameters. In its turn, KAIZEN creates the same trans-functional environment, in which the strategic objectives of low cost, minimum delivery time and high quality work together and „support“ each other.

- Mihaela Ionescu, *The employer brand. A challenge for the conservation of employees loyalty*

The migration of the workforce, the fluctuation of personnel, and the low rate in the employee retention are some of the major existing issues that brought on new pressure and exigencies on the strategies and practices of human resource management. They represent priorities not only on the companies' agenda but also for the professional associations and unions or for the public administration institutions. One of the insufficiently used tools for solving these problems is the employer brand.

The present work aims at exploring the relevance of the employer brand, based on the analysis of the essential employer brand constructing mechanisms and taking into account the vital role played by the organizational culture. Thus, we have done a pilot-research (presented at the international conference on Business Excellence 2007) focused on establishing the relevance on the Romanian market of the quality of employer of choice (EOC) in the prospective employees' option for an organization.

ENVIRONMENTAL MANAGEMENT

- Gratiela Branza, *Quality standards for Romanian beaches*

Blue Flag for beaches and touristic ports means quality and satisfies the tourist's requirements for a healthy environment. The award „Blue Flag“ is offered every year to the beaches and touristic ports that accomplish all criteria in the field of water quality, environment education, environment management, security and services.

FOOD SAFETY MANAGEMENT

- Elena Condrea, *Food Safety. Legislatives and organizatorics aspects*

Together with the joining in the European Union, one of the priorities of the Romanian authorities is the integration to the agro-alimentary system of the unique food market; market characterized by a great absorption capacity in especially severe competition conditions.

The entering and, especially, maintaining on the European unique market means, firstly, producing and respectively commercializing safe foods for consumption. For this to be possible, it is necessary that the processors, dealers and all the other actors from to food chain respect certain standards, norms or other reglementations specific to the agro-alimentary sector.

In this paper I have tried to present some of the main reglementations which come in support to those implicated in the production, respectively food commercialization processes and, not last, in support for the consumers.

- Mihaela Constandache, *Quality and safety of food products*

The aim of HACCP system application – Hazard Analysis Critical Control Points – in food circuit, system promoted by OMS in cooperation with other international organism (FAO, PNUD etc) is food safe for consumers health protection from biologic, microbiologic and chemical risk factors. This system is an identification, evaluation and control of food's asociated risks method that represent an ansamble of mutual dependent elements, principles and rules.

INFORMATION SOCIETY

- Gheorghe Basanu, Florin Ionita, Daniel Savin, *Determining factors of the overall performance of Business Intelligence solutions (I)*

More and more scientists from the field of management and management information systems agree that Business Intelligence is not only a typology for management applications or automated management information systems, but a whole class of concepts which focus on the transforming of the data into useful information for the decision making process, and on the way the management decision is made, based on this information. It was already proven that, under these circumstances, the success of an IT implementation of the type mentioned above depends, only in a small part, on the generation of the software and equipment used, most important being the balance established between the level of the organizational culture, the level of the management techniques used, and the technology.

This paper tries, first, to emphasize the fact that the finality of any BI implementation and the goal of the efforts of building and develop specific techniques and concepts of this field is the effectiveness cost of the company's management, and the model chosen must reflect the business philosophy and management orientation, as well as the adaptability, coherence with existing systems and other conditions, not necessary technical.

MANDATORY AREA

- Viorel Pumnea, Alexandru Paven, *The testing in stand of automatic gravimetric filling instruments*

The authors present the integration of the subsystems in a Multi-functional Test Stand and the software methods used in the acquiring, storage, processing of data and reporting of results, for both static weighing tests and material tests performed on Automatic Gravimetric Filling Instruments. As an example, an algorithm is presented: the determination of the operational accuracy and of the MinFill parameter for a granular material batching device used during development and tests.

ACADEMICA

- Viorel Gh. Voda, *The development of the idea of correlation. Applications (II)*

In this work we examine the rise of the idea of correlation from first results obtained by Francis Galton (1822-1911) to the newest acquisitions in the so-called informational statistics. There are put into light the fields of applications of correlation and regression theory: sociology, engineering, quality management, metrology a.s.o. A large list of references is presented in this respect. Finally, an old case study (see [34]) is revisited and completed.

MANAGER'S LIBRARY

- AGIR House of Publishing, Dimeny Gabor, *Quality risk management in pharmaceutical industry*