

Quality – access to success, nr. 10/2008

INFO/EVENT

- *Romanian Society for Quality Assurance. 15 years of activity*
- *CCF – an excellence brand in quality and reliability*
- *First ASEBUSS International Conference – a new dimension of the educational process in business*

QUALITY MANAGEMENT

- *Cosmin Dobrin, Ioan Popa, Cristian Ioan Tiu, Quality management and processes reengineering. Strategic choices for performance increase of organization*

The decision to implement and certify a Quality Management System (QMS) able to meet the requirements of ISO 9001:2001 and to redesign the organization on a process basis approach may be a valid alternative for various reasons.

In this paper we try to give a justification for the necessity to adopt a quality management system and to redesign the processes of the organization, as a strategic option for raising the performance of the organization.

- *Alexandra Zbucea, Relationship marketing – resource of company development and customer loyalty*

Marketing practices value increasingly more the relationships developed by a company with its customers. The marketing theory also stresses the importance of these relations, also mentioning other publics of interest for a company. The present paper discusses the evolution of relationship marketing, and the utility of such an approach. It highlights not only the importance of good customer relationships but also the impact of the relations between companies and other audiences, such as distributors, opinion leaders or representatives of the nonprofit sector.

- *Mihai Botez, A method for manager's selection (II)*

The classical methods to test candidates are not good enough because they do not offer a clear picture of how close the candidates can reach a certain „profile“ of the manager ability which the employer claims that all the candidates should be endowed with in accordance with this profile. The present study suggests a complex solution to differentiate the candidates who want to apply for a manager position by means of the manager ability of the candidates using a fuzzy method and Goleman's model.

- *Cristian Marinas, Globalization and Human Resource Management*

For the international companies, globalization becomes more and more a successful factor, requesting the need to know and understand the international dimensions of human resources management. Many specialists in human resources believe that the main cause of the failure of multinational companies descends from the lack of understanding of the essential differences between human resources management in different countries, at every level. In a global context it is necessary to redefine the role of human resources department that has to offer to high level managers the necessary instruments to react on an international market, which is highly competitive.

- *Ion Verboncu, Alexandrina Deaconu, Managerial valences of the post sheet in a public institution*

The managerial methodologization is one of the most important modalities of modernizing the organization's management. Promoting and using evolved managerial tools, engineering/reengineering methodologies, the management and its components involves taking in consideration of the post sheet, known only as organizing document. Its managerial valences are demonstrated in this study. Its contribution to running the management functions recommends it as a genuine managerial tool and requires content according to its meaning.

- *Constantin Militaru, Daniel Georgescu, Quality and evolutionary organizations*

This article is introduction in field of global quality and reengineering business-process to discover essence, nature, specific process.

- Claudia Dobre, *The State aid in European Union (IV). Control and monitoring of State aid in European legislation*

It is only after the approval of the aid that the Member State is allowed to put it into effect. In some cases, however, a notification is not required and an information sheet shortly after the aid has been granted is sufficient. The European Commission also investigates aid granted by EU Member States which has not been notified in advance (known as unlawful aid). If the European Commission finds unlawful aid to be incompatible with the principle of fair competition on the internal market and in violation of EU law, it requires the Member State to abolish the measure and to recover the aid from the beneficiary. The European Commission is also in charge of monitoring the overall amount and nature of State aid granted by each EU Member State.

- Nicoleta Cristache, Irina Susanu, Oana Gherghinescu, *An integrated approach of communication, culture and image of organization*

The excellent image of an organization will give the public a „source of good-will“ that aids the public in passing a crisis situation. Only organizations which do systematically deal with their own culture can use it as a starting point for developing and communicating an image of the organization that would be believable. The culture, identity and image of an organization are a strategic task for the management. An image of the organization is built through communication and based on the believability and internal consistency that image increases the chances of success on the market. At last, the image is used as feedback for verifying and amplifying the organizations culture.

ENVIRONMENTAL MANAGEMENT

- Cristina Popa, Florina Bran, *Green public procurement*

Promoting sustainable production and consumption model represents one of the goals of sustainable economic growth. The paper aims to clarify which are the European programs of promoting sustainable consumption and to prefigure the possibilities to investigate their effects on the triple bottom-line – economic, social, and environment. Thus, we refer to the rules to be respected for green public procurement. Green public procurement is beneficial since public procurement influences pollutant industries, represents an important market share, and because is created an organizational behavior model that could be followed by the private sector.

FOOD SAFETY MANAGEMENT

- Carmen Valentina Radulescu, Ildiko Ioan, *Food safety in intensive agriculture*

The paper aims to synthesize the institutional efforts' results toward securing food safety. These information are useful for firms in addressing efficiently and effectively the needs of final consumers who are more and more interested in the quality of the food they buy. The importance of respecting national and international regulations and standards was argued by referring to the main events that enlightened the consequences of intensive agriculture on food safety. For each stage of the food chain (raw material, processing, packaging, labeling, consume) it was built an indicative referential of the main national and international legal papers. In addition, there were set off the advantages of using and/or certifying some integrated management systems specialized in food safety.

INFORMATION SECURITY MANAGEMENT

- Silviu Neagu, *Information security. Different approaches*

The implementation approach of information security management systems is sometimes inadequate as resulted from third party audits. Reviews of correct and wrong approaches of Information Security Management Systems, noticed till now, could help managers to gain effective results from ISO 27001 standard.

KNOWLEDGE SOCIETY

- Bogdan Onete, Mihaela Constantinescu, Alina Filip, *Websites quality – decisive factor for Internet user's satisfaction*

Considering the emphasized dynamism of the contemporary business environment, the Internet has become an important instrument in achieving organizational strategic objectives. So as to offer a higher efficiency to such an instrument, the organization has to be permanently preoccupied with the website quality, considering the fact that there is a direct link between the quality of the offered products/services and the satisfaction level of the Internet users. Among the indicators used to evaluate the website quality we can mention the time needed for the webpage to load, the navigation through the website's pages, the website's title or its design; all these indicators being evaluated in comparison with the customers needs.

ACADEMICA

- Radu Mihai, *Multiple comparison method – instrument of analytical statistic of experimental dates*

In this paper we present the so-called S-method of multiple comparison (Scheffé) in the framework of the one-way ANOVA model. A numerical example illustrates this procedure, the purpose being the detection of some „outliers“ in an interlaboratory comparison.

MANAGER'S LIBRARY

- The House of Publishing Bren, Constantin Militaru, Ana-Maria Topalu, *Technical and Economical Statistics, Technical and Economical Statistics. Workbook*