

Quality – access to success, nr. 1-2/2009

INFO/EVENT

- *ISO published new edition of ISO 9001 standard*
- *The ISO Survey 2007 shows ISO QMS standards implemented in 175 countries*
- *Customer satisfaction – cardinal point in quality management system*
- *New ISO standard to promote consistency in sensory analysis*
- *Low insurance for conformation to Industrial Property Rights of inventors*
- *I want to know and I want to help! A gift for community*
- *SRAC Servicii Grup schedule of training courses in 2009*

QUALITY MANAGEMENT

- *Ion Verboncu, Quality in management. Performances and Excellence in management and business (II)*

Distinguishing the modalities of expressing the specific managerial performances is able to give shape to the managerial performances panel, condition of excellence in management. The true performant management, in ensemble and at subsystems level – methodological, decisional, informational and organizatorical – generate economic-financial performances, expressed at their turn by a set of indicators that has in center the work productivity.

The economic agents can „build“ the strategic and tactical future so that they become excellent in management and business, taking in consideration the performances, meaning the highest standards of efficiency, effectiveness and competitiveness.

- *Bogdan Mocan, Integrated Management Systems – determinant factor for sustainable development of an organization*

An integrated management system is aimed at organizations with a single management system which incorporate two or more management system standards (for example, Quality Management System and Environmental Management System). Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future.

So, a management system that integrates all the systems and processes into one complete framework, empowered with the sustainable development principle, enabling organization to work as a single unit with unified objectives.

- *Diana Pitic, Violeta Mihaela Dinca, Measuring Excellence of SMEs using Balanced Scorecard*

This paper proposes applying the Balanced Scorecard instrument in measuring excellence of a Romanian SME and identifying future strategic developments of the business. First the authors describe the context of business excellence and the specific characteristics of SMEs. Then the authors present an instrument in measuring business excellence, namely the Balanced Scorecard. In order to show an applied example of this instrument, the authors will present a case study of this instrument applied in measuring excellence of a Romanian SME and its use in implementing future developments of the SME that could lead to performance improvement.

- *Constantin Militaru, Claudia Maria Oprescu, Professional Performance Assessment, contextually of Quality Management System implementation*

There is a general opinion according to which the employees are responsible for their own professional performance. At the conceptual level, the performance evaluation system should be designed in such a way, to be able to offer to the employee the necessary frame in terms of performance. In this context, the organization should put at the employee's disposal the required resources, so that his/her abilities and potential are used at the best level.

- *Ruxandra-Diana Dobran, Integration of Quality Management, Creativity and Innovation in the Romanian Banking System*

Analyzing the importance of the quality of services in the Romanian banking system, this study puts into limelight the key factors of implementing a Total Quality Management system. In the context of an increasing competition among the commercial banks, the „survival” and the development on the Romanian market is possible only when enough efforts, financial efforts included, are deployed to develop products and services of better quality which will fully satisfy the customers and will make them loyal. Quality is not just a factor of differentiation in terms of competitiveness, but it will transform the price with which the product will enter a market. In order to adequately meet client requirements within the context of a strong competition and of EU accession, the Romanian commercial banks must implement a management system which integrates quality, creativity and innovation. Innovation is achieved by sudden changes and it generates radical improvements in relation to the initial situation, which are due to important investments in performing technology and equipment. Creativity is the process of thinking which helps the generation of ideas. Total Quality Management (TQM) is an important instrument but it can not create value ad infinitum unless doubled by innovative and avant-garde strategies.

- Mihaela Alexandra Ionescu, *Quality through Corporate Social Responsibility and Employer Branding. The Nokia case*

The association between employer reputation and quality management represents an issue of great interest for the most diverse media. For a while now, this duo is also completed by the corporate social responsibility strategies, whose implementation is supported by the issuance of a new standard ISO 26000. In this context, in the present article we analyzed the relationships between the three entities (employer reputation – quality – corporate social responsibility – CSR), an analysis which we implemented in one of the extremely mediatized cases in 2008 – the Nokia Corporation.

- Ioan Nascu, *Strategies specific to the management of transport demand, recommended for Urban Public Transportation*

The Management of transport demand is a generic term, frequently used in the United States and Canada, corresponding to the term of mobility management used especially in Europe, and which refers to the strategies for a more efficient management of transport resources. It is opposed to the increase of transportation by developing the transport routes, organizing parking lots, airports, and other transport developments necessary for the use of motor vehicles. Many strategies are successfully used by companies, in the Transportation plan, but we select some of them: tele-working, location close to company or within the company of some facilities and services necessary for employees daily transportation, better public transport to working places, tax cabs collective, bike and ride, park and ride, van-pooling, car-pooling, transport to homes in cases of emergency.

- Ion Popa, Cosmin Dobrin, *The Diagnosis of Organizational Culture*

Organizational culture is considered to be the „invisible” force behind obvious and tangible things within an organization, is the social energy of action stimulus for people. Organizational culture is a combination of conscious and unconscious, rational and irrational, individual and collective human elements influenced by complex and fluid relationships, decisively influencing both the organizational functionality and performance.

- Ana-Maria Grigore, *The impact of the Emotional Intelligence upon Organizational Efficiency*

The universe of the workplace have changed dramatically in the last decade. People move from one job to another and from one company to another. Clients one could rely upon, enjoy now a lot of choices. The competition, its scenery, it is global. The human resource it is really the last asset whose enhancement would provide an unlimited potential in this turbulent market. And we noticed that most organizations ignore, or treat superficially, a basic component of the human nature: the emotions, and how they affect its behaviour and performance.

- Florin Marian Buhociu, Liliana Mihaela Moga, Florina Oana Virlanuta, *The Quality of Health Services – new instruments for the evaluation*

The present work aims at showing the importance and the amount of the financial resources assigned to the Romanian medical department, as compared to the European countries. Taking into account the amount of these expenses and their major impact on the population, a solution has been imposed: to introduce the Principles of Total Quality

Management (TQM) and implicitly, a set of specific instruments for the quality measurement. The main instruments for quality measurement have been synthesized by drawing the conclusion that it was necessary to introduce some more, specific to the individual consulting rooms. Consequently, a new methodology of tabling and aggregating the data which allows the procurement of frequency distribution, if needed by the doctor, was presented. Moreover, methods of revaluation these data are being presented by the grouped frequency distribution, according to the beneficiary's will. The theoretical hypotheses are tested by a case study that has been elaborated on a family consulting room. Based on the case study conclusions, some directions to continue the research are being suggested by introducing this new instrument among the already used ones and normalizing these instruments according to the European Union standards.

ENVIRONMENTAL MANAGEMENT

- Ovidiu Tutuianu, *Checking of Greenhouse Gas (GHG) emissions monitoring*

The Kyoto Protocol promoted the emission trading as a „flexible mechanism“ to reduce, in an economical way, the greenhouse gas (GHG) emissions. To assure this kind of transactions is need to evaluate and to monitor correctly these emissions. In this paper is shown how it is settled in Romania the activity to check the monitoring of GHG emissions, within are involved as main actors: the operator of installation with GHG emissions, the checking body and the competent environmental protection authority.

- Gheorghe Lepadatu, Ildiko Ioan, Carmen Valentina Radulescu, *Managerial dimension of forest as a green space. A requirement of the essential process*

Environment's role in satisfying primary, vital, needs is, generally, well-known, but the concrete possibilities to interfere for modeling social processes in such a way that they contribute to the harmonization of this relation are far less obvious. We aim to enlighten some aspects that contribute at managerial level to a better administration of forest, on which existence depend numerous processes that are vital for society.

FOOD SAFETY MANAGEMENT

- Octavian Baston, Alexandru Lucian Stroia, Daniela Moise, Octavian Barna, *Bioactive Amines levels in Romanian refrigerated chicken breast and leg meat*

We determined the initial content and the levels of bioactive amines in raw chicken breast and leg meat.

In the second day after slaughter of chickens spermine and spermidine have the biggest quantity, spermine being the prevalent amine (cca 50% of total biogenic amines content). Also, we do not found any content of putrescine and cadaverine in studied meats. During the storage of the chicken meat at 4°C, spermine and spermidine content is decreasing in time. The content of triptamine, b-pheniletamine, putrescine, cadaverine, histamine, serotonin and tyramine are increasing in time. In the 20th day of refrigerated storage, higher levels of biogenic amines were found in chicken breast meat compared with leg meat.

MANAGER'S LIBRARY

- ASE House of Publishing, Ion Ionita, *Quality Management and Value Engineering*
- ASAB House of Publishing, Constantin Banu, *Handbook of Food Industry – General issues*
- Editura ASE, Marian Nastase, *Leaders, Leadership and Knowledge Organization*
- Economical House of Publishing, Stelian Brad, Cornel Ciupan, Liliana Pop, Bogdan Mocan, Mircea Fulea, *Handbook of Product Manager in Innovation Management and Engineering*