

Quality – access to success, nr. 5/2009

INFO/EVENT

- *New ISO/IEC report clarifies societal, cultural and ethical issues related to use of biometrics for identifying people*

QUALITY MANAGEMENT

- *Marieta Olaru, Ghiorghita Stoleriu, Study regarding the Nonconformities identified during Internal and External Audits of the Quality Management Systems in the SMEs from Romania*

The increasing interest of Romanian companies in the implementation of quality management systems is related to the increase in customer requirements and to the commitment of the company management to be competitive and in line with EU requirements. As a result of this interest, there are an increasing number of conformity certificates for the quality management systems in compliance with the international standards ISO 9000. The process is facilitated by the development of the quality infrastructure and by some national programmes that sustain the companies in this respect. In this context, the paper highlights the results of the questionnaire based research, which evaluates the recorded nonconformities in implementing the quality management systems in the case of the Romanian SMEs, during internal audits and external audits done by the certification bodies. This data was obtained as a result of a questionnaire-based research, based on a sample of 1200 companies, out of which 820 Romanian SMEs. The research was conducted during 2007-2009, as a part of the Research project IDEI 856 „Increase in competitiveness of the Romanian SMEs by the implementation of an evaluation and performance improvement model in conformity with the European model of quality management“.

- *Steliana Cojocariu, Proposals on improving Customer Relationship Management to improve Quality of Hospitality*

The paper present proposals regarding measures for improving the process quality for the hospitality small and medium enterprises for improving the customer relations because the relation customer-process represent the importance of building the service around the customers needs, requirements and expectations.

- *Ion Popa, Cosmin Dobrin, Manifestation Modalities of Organizational Culture*

Regarding the components of organizational culture, in literature there are many views determined both by the novelty of the concept, on one hand, and the managerial school of thought of the author, on the other hand. Most of the specialists admit that the elements of the organizational culture are not the same depending on the level of visualization, importance and consistency. Still, most of the researchers consider the following components of organizational culture: symbols, values, behavioral norms, rituals and ceremonies, tales and myths.

- *Mihai Varzaru, Human Resources and Quality Management*

The human resources' function has been a dynamic social changes caused by the environment in which has evolved and evolves businesses and revealed the decisive role in enhancing human performance. Most researchers consider that the potential of this function, which enjoys a significant logistical and theoretical approaches that can be easily applied in practice, is not put in value in the management process of enterprises. The present study pro-poses an analysis of the development functions and its convergence with current practices in terms of quality management in the enterprise. The reviewed rules are ISO 9000 family, ISO 9001 and 9004, that the convergence of quality human resources, changes in optical and conditions necessary to achieve appropriate management of these resources.

- Doru Hauptmann, *Quality-Environment-Occupational Health and Safety Integrated Management System. Case study for a Fuel Distribution Station*

The paper presents a project of a Quality-Environment-Occupational Health and Safety Integrated Management System for a fuel distribution station, according to ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007. The client's satisfaction, the preservation of environment, the safety and labor health are deeply connected with the development strategy and the definitive values of the fuel distribution stations.

ENVIRONMENTAL MANAGEMENT

- Ildiko Ioan, *Voluntary Reporting of Environmental Performances*

The broadening of reporting content with social and environmental information became a mainstream expectation for business. Studies concerned with environmental disclosure and/or reporting focus on various issues. This paper aims to report on the progresses of theoretical framework development for environmental reporting. After a short introduction regarding the main lines of investigation followed by environmental reporting research it was presented the theory developments that explain the occurrence and quality of environmental reports.

- Mircea Nastase, *Food Security and Ecological Disequilibrium*

The decision to manage or deteriorate an ecosystem implies change. Not all of the resources could be obtained at the same time, and the maximization of one of them could reduce or eliminate the others. The transformation of natural ecosystems – forests, pastures, wetlands – in agricultural land changes ecosystems and their capacity to provide social benefits. The paper aims to systematize evidence regarding the processes that will limit the increase of human needs. Results show that limitation in agricultural production expansion could play this role since the main ecosystems on that food production is based already manifest the symptoms of exceeding their support capacity.

- Coralia Angelescu, Cristina Popa, *Promotion of Clean Environmental Technologies and Economic Growth*

The accomplishment of sustainable development's desiderates implies the development and widespread usage of advanced clean technologies. For the economy of different sectors this means important changes. The paper analyses the European intervention lines for the facilitation of technological progress that is enabling to reduce the environmental externalities generated by economic activities referring to the commitment assumed by Romania.

FOOD SAFETY MANAGEMENT

- Liliana Nicodim, Elena Condrea, Anca Cristina Stanciu, Crina Raluca Bucur, *Food Product Communication. Communication Strategy in the Food Chain*

In the case of the alimentary goods, the product communication is axed on dimensions linked to the quality and price. When we talk about the quality of the alimentary products we do not refer only to being in conformity with the requirements, but we take in view the nutritional aspect and innocuousness of the product, the psychological and socio-cultural side of the consumption, in the respective case.

The communication strategy is determined by the necessities, respectively the socio-cultural alimentation models.

The product communication is a subordinate in the production type, as well as in the management type practiced by the organization. Indifferently of the communication type, of the way through which this act is realized, in the product communication there must be accounted for the ethic dimension of the communication; the message must communicate the whole truth, must not hide aspects connected to the product by omitting or, moreover, through the attributing of characteristics/features which are not in conformity with reality.

- Costel Rusu, *Food Safety, in another way*

The purposefulness, as an automatic answer, is considered as a basement for logic, rational, stability and honesty. There are psychologists which consider that the humanity evolution couldn't be possible without this behavior characteristic. But, it is very

interesting how the same automatism that assured a crucial advantage to the humanity could be used in order to determine actions against the own interest, when it is targeted by the leavening techniques. I'll give bellow some suggestive negative examples.

KNOWLEDGE SOCIETY

- Gheorghe Basanu, Florin Ionita, Daniel Savin, *Data Integration – a major challenge for the Information System*

The data-centric designs of data warehousing were conceived at a time when the Business Intelligence (BI) problem was thought to be a problem of data management-finding it, cleaning it and storing it. In today's world with shortening business cycles, information from the Internet, and the low cost of computing hardware, the dynamics have certainly changed. Valuable data can be found in different sources, and the collecting, on a real time basis, is quite impossible. A new alternative to the data centric approach is a model-driven approach, or in practice, a model-driven architecture, which means integration of different sources and types of data in the existing data warehouse. This paper points to some of the most important aspects of this approach.

ACADEMICA

- Constanta Radulescu, Constantin Militaru, *Working out a Theoretical Model on the relation between Dimensional Tolerance and Manufacturing Cost of the Product*

This work presents an optimum and robust method which can cause critical tolerances, correlate multiple and can allocate them directly to the tolerances of remaking, using plans of remake the component. In an average concurrencies, the project of the tolerance produced and the project of the tolerance of remaking can be incorporated in one stage. The project of extensive direct tolerance from the project of product to the stage of execution. They must redesign and remake between the project of the tolerance of product and the project of the tolerance of were eliminated, breeding the efficiency of the project.

MANAGER'S LIBRARY

- Editura Agir, Ovidiu Tutuianu, *Utilization of Coal Combustion Products from Thermal Power Plants*