

QUALITY – access to success, nr. 7-8/2009

INFO/EVENT

- *ISO Standards will tackle Goods' Counterfeiting and Fraud*

QUALITY MANAGEMENT

- Felicia Albescu, Marieta Olaru, Dorel Mihai Paraschiv, Irina Pugna, *Global Services Excellence through Cross-cultural Knowledge Management*

The success of international companies in providing outstanding services is subject, on the one hand, to the increasing dynamic of the economic environment and on the other hand to the adoption of worldwide quality standards and procedures. As market place is becoming more and more global, services offered worldwide by international companies must face the multi-cultural environment challenges. Reaching service excellence is crucial to success in cultivating and maintaining long-term business relationships in such multicultural environments.

Important support in facing all these challenges has been provided at cognitive level by management system models and at technological level by information cutting edge technologies Business Intelligence & Knowledge Management.

As for the supporting IT, Knowledge Management provides the long needed technological support for cross-cultural management in the tedious task of improving knowledge sharing in multi-national companies and using know-ledge effectively in international joint ventures. Integrating the EFQM Excellence Model and cross-cultural Knowledge Management ensure a real support in deploying successful business by providing highest quality global services to multicultural customers, competing with domestic companies that manage instinctually the local cultural environment.

- Constantin Militaru, Daniel Georgescu, *Turnaround Management – A strategy in industrial organizations*

In an intensely competitive market, characterized by increasing scales of production, the effective planning and management of that maintenance activity is coming to be seen as ever more critical business process-one which is capable of differentiating the excellent performers from those who are merely capable, and from those who are less than capable.

- Claudiu Cicea, Cosmin Dobrin, Ion Popa, *The competitiveness in the sphere of public healthcare services*

The issue of competitiveness in the sphere of public healthcare services (assessment, determinants, growth strategies etc.) should be started from the concept and the particularities within this important area of economic life-social. In the present conditions of limited resources and the needs that continue to multiply and diversify, in the context of stiff competition in any field, the issues of competitiveness and rationalization of any human activities becomes very important.

In what follows we will examine the concept of competitiveness in the sphere of healthcare services by several aspects: quality of service, improve performance, technologies used, etc.

- Firica Popa, *ISO 9001:2008, a Challenge for Organizations that wish to obtain Performance 2. Submission of Application Changes to ISO 9001:2008*

2008 version of ISO 9001, although not introduce new requirements, clarify existing requirements of the old standard, the author trying, over several articles from the journal, to highlight the main approaches of the ISO 9001:2000 version, followed by a point amendments of the new version of the standard. In this part, the author presents the changes and recommendations for implementation of the standard chapter 7. After the event, where no changes, but the implementation is influenced by changes made by ISO 9001:2008, will make recommendations for implementation.

- Florica Badea, Eugen Burdus, *Improving the Processes Quality using Supply Chain Management*

Supply chain management came from the need of an increasing performance of the logistic systems. Supply chain management proposes in this aim to revise the point of view, which considers the separate treatment of the components of the logistic chain, in a global treatment's favor on all the logistic elements in the whole. This is concretized by the externalization of some activities situated next to other components of the supply chain.

- Daniela Lidia Roman, *Deming Model and Public Finance. Quality's planning of public services*

It's known the fact that quality total management reflects the method's group complex by obtaining of total quality. As a competitive strategy the quality is using in public administration and services. The few number of possibilities reflects the necessity growth of efficiency through optimizing the available resources. The public administration and services area is confronting with some economical, cultural, social terms with real practice and quality of services, and obtained effects it's not the expected one.

In this paper, the author discusses about the planning of quality in public finance area, using the Deming model. As a public service is considered especially one, undiscussed in this way until our days „prevent and combat of fiscal evasion“. It's appreciated this work as necessary and interesting for identify some solutions to reduce the methods for fiscal evasion.

ENVIRONMENTAL MANAGEMENT

- Emilia Mioara Cimpeanu, *Funding of Environmental Policy in Romania*

Environmental policy is an essential priority regarding the environmental role for economic and social activities that implies the need to elaborate and implement national strategies according to the international context. Those impose important financial fund from different sources. The aim of the study is to investigate the financing sources for Romanian environmental policies.

FOOD SAFETY MANAGEMENT

- Rodica Pamfilie, Lelia Voinea, *Innovation Management. Applications in the Foodstuffs Offer Field*

The modern biotechnology offered new development possibilities in the agro-foodstuff field. Genetic modified foodstuff was created, that determined unprecedented debates, especially recently, drawing the attention of both scientists, foodstuff producers, consumers, public interest defense groups as well as of public powers and of decision taking persons.

Due to several unwanted metabolic effects caused by unhealthy foodstuff habits, more and more consumer segments chose these days foodstuff products with higher nutritional value, safe for consumption and, eventually, with regulatory effects on the physiological functions of the organism. The foodstuff offer on the present market that fulfills these consumers' exigencies includes ecological foodstuff products, nutritional supplements and functional foodstuff.

- Angela Mohora, Alexandru Lucian Stroia, *A Proposal of improving the Management of Horticultural Farms in the middle of the current Economical Recession.*

The paper offers an alternative for bypassing the current economical crisis to horticultural farm managers, by exploiting the surplus of raw materials that cannot be sold for immediate consumption and processing them into traditional food products.

Technological solutions, exploitation technologies and recommendations regarding the means of preparing the material base and the infrastructure are all presented.

In context with the politics of promoting traditional food products, the authors recommend encouraging the production of traditional vegetable and fruit products in the rural communities and in farms, thus contributing to the perpetuation of horticultural

practices.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Babut, Roland Moraru, *Critical Analysis concerning the Transposition into National and European Union State Members Legislations of the Obligations regarding the Risk Assessment issued from 89/391/EEC Directive (I)*

Since the enactment of 89/391/EEC Directive, risk assessment became an informal concept in working place preventive management, a great deal of economic organizations performing their risk assessments on regular basis. The manner in which each member state of the European Union transposed in his own national legislation the requirements related to this issue are differing both as it concerns its content and the practical implementation patterns. In this view, the paper aims carry out a detailed analysis of the ways in which the risk assessment requirement contained in 89/391/CEE Directive was taken over and transposed in legislation of the member states. The critical analysis was structured on seven main directions: assessed risk type, actors involved in risk assessment, risk assessment formality/documenting modes, connections between risk assessment and the preventive and protective plan, periodicity of the risk assessment approach, sanctionary regime in the risk assessment field and the perception of risk assessment obligation by enterprises within the European Union. The conclusions and observations issued from the analysis can be employed in improving the national legislation framework in the field of occupational health and safety, allowing the development of new instruments directed towards its easier implementation in Romanian enterprises, particularly in the small and medium ones.

- Iuliana Nicola-Antoniou, Dalina Dumitrescu, *Increase of Funding and Quality Management concerning the Health of the Population by the National Health Programmes. Case Study: Alzheimer's Disease – a Public Health Problem*

The good mental health is fundamental to the wellbeing of individuals, their families, and the whole population. Conversely, mental health problems and mental illness are among the greatest causes of disability, diminished quality of life, and reduced productivity. Mental health should be understood within a population health general framework that takes into account the complex influences on mental health, develops evidence based interventions that meet the identified needs of population groups and span the spectrum from prevention to recovery, relapse prevention and specialized medical care in the irreversible phase of the illness. The present article is addressing in a multidisciplinary approach the necessity to implement in Romania a national Plan for dementia treatment using as arguments and study case the empirical evidences of Alzheimer disease in the world and in Romania.

KNOWLEDGE SOCIETY

- Florin Ionita, *Deciding the next Step of Information System Automation: a Technological or a Socio-Cultural Matter?*

In the last eight years, in Romania and in all the states which recently adhered or planned to adhere to the European Union it occurred a large, and, in some cases, sudden concern for automating parts of Management Information Systems in different organizations. The European Union financed, by both preadheration instruments and structural funds, a multitude of projects, waiting for spectacular results. Unfortunately, quite many of these projects, concerning usage of IT&C in companies and public institutions were not confirming the confidence and, what is, in our opinion, even worse, precious years have passed without bringing the expected upgrade of the quality of services to the level reached by the developed countries. This paper focuses on identifying ways to decide if automating or upgrading of information systems is opportune and at which level, as well as finding a proper balance between the level of the technology and real needs and capabilities of the organization.

- Andrei Stanciu, Florin Mihai, Bogdan Ionescu, *Solutions to reducing Implementation Time and improving Quality of Information Systems*

The current economic trend provide to the potential customers of ERP (Enterprise Resource Planning) systems a sceptic view regarding any software implementation project which involve financial efforts and month, or even years, of hard work. Therefore accelerating implementation of integrated systems is a current concern of all major ERP vendors in order to meet the demands of a dynamic market. This can be done through various technical strategies or marketing policies. Developing solutions based on previous experiences in a in a field of activity or industry is an alternative which could speed up the implementation and provide a high quality level for the implemented functions. Another way to speed up an implementation project involve the use of specific methodologies for implementation. Thus obtain a saving of time by optimizing the use of resources. Design of preconfigured packages which provide turnkey solutions in the shortest time is another major suppliers target for medium companies. This alter-native provides products more easily to install, configure and manage.

ACADEMICA

- Gheorghe Basanu, Victor Teleasa, *Efficiency Indicators of Transport Logistics Operations*

Today's logistics systems are complex and dynamically ample changing. This trend result from uncertain consumer behavior which obtrudes the organizations to innovate new ways of satisfying consumers needs, which can create major logistics systems inefficiencies through less than fully-utilized transport capacities. Key efficiency indicators of transport logistics operations are: the degree of utilization vehicle capacity, the efficiency of utilization transportation, the efficiency of utilization time of transport. Also existing another set of indicators which reflect the quality of transport logistics operations: on-time arrival degree, damage-free shipment percentage, and claims-free shipment percentage. All of these indicators are important tools for logistics managers to appreciate the quality deploy of the flow of commodities on the logistics system.

MANAGER'S LIBRARY

- Standardizarea House of publishing, *ASRO adopted SR OHSAS 18002:2009*
- Universitara House of Publishing, Florina Bran, Ildiko Ioan, *Globalization and Environment*