

QUALITY – access to success, nr. 12/2009

INFO/EVENT

- WARC – new ISO File Format to store Billions of Online Data
- SRAC CERT is „ift Rosenheim Romania“ Assignee

QUALITY MANAGEMENT

- Simona Agoston, Mihai Draghici, *The Quality of the on-line Publications*

We are living in a time when „speed“ represents a meaningful word, that comes up very often in our day to day life. Should we refer to the need/wish to produce something, to obtain information about a product/event/person, to purchase something or to execute many other different activities, people need information, in order to achieve all these things. This need of being informed has to be satisfied as rapid, as exactly and not at least, given the large amount of information that we are exposed to, as appropriate and specific as possible. The traditional information media such as TV, Radio, Written Press did understand this fact and, using the internet technology, started to meet this demand. Thus appeared the electronic editions of the newspaper, the on-line newspaper and magazines, the information collectors, the on-line forums and lately the blogs. All these changes aroused new questions such as: Do on-line newspaper provide qualitative information? Do they reach the quality level of the printed editions? How can be evaluated the quality of an on-line publication? To whom are these publications addressed?, etc. The present paper is aimed to answer all the above mentioned questions, considering the given research limits.

Keywords: mass-media, information, on-line publication, quality insurance.

- Valentina Mihaela Ghinea, *Importance of Human Resource Management for Improving an Organization Performance*

Wishing to find a stable point within this effervescent world, managers do their best in order to discover the most important factor in leading a company towards success. During times, there were enough efficiency theories able to offer the supreme secret. It was proven later that some of them were only fads, others (friezing by their simplicity the difficulty and complexity tendency and appetite of the economic studies), confirmed their realism and importance each step. This paper broadly discusses the human resource management issue, a true millstone for every company willing to have a sustainable development.

Key words: diversity, globalization, knowledge management, strategic human resource management.

- Steliana Cojocariu, *Models of Good Practices implemented in International Balneary Tourism to improve Quality of Tourism Services*

The paper presents three best practices models implemented in the international spa resorts (Swiss model, EUROPESPA model and SPA ACCREDITATION SCHEME) for improvement the quality of tourism services.

Keywords: spa, wellness, EUROPESPA, SPA accreditation scheme, tourism services.

- Bogdan Mocan, *Multidimensional Analysis of Innovational Process. Innovation Management Models*

In this review paper, major findings on „best practices/ models“ in innovation management are summarized and discussed. These „best practices/ models“ are situated at the strategic level as well as at the operational level in the organization. They highlight

the strategic (portfolio-level) and operational (project-level) determinants of innovation performance. The economic origins of innovation management theory are also briefly introduced and discussed.

Keywords: innovation, innovation models, organizational efficiency and effectiveness, new products.

- Ion Naftanaila, Paul Brudaru, Ionel Naftanaila, *Business Process Management. Critical Chain Methodology extended to Activities with Critical Knowledge I. BPM Approach and Critical Chain Methodology*

The usage of traditional project management methods based on critical path methodology doesn't offer managers, under the conditions of increased complexity and uncertainty, the adequate support for successfully accomplishing their projects. Furthermore, within the BPM projects, where the current difficulties in the business process improvement projects are combined with the automation ones through software solution, the complexity and the uncertainty require using appropriate methods of multiple project management. A starting point in the scientific endeavor of analysis and improvement of the current situation can be the critical chain methodology, imposed in the recent years as robust and tested in practice. But even the critical chain methodology, at its turn, has certain limitations, related particularly to the way of administrating the activities with critical knowledge, which frequently appear within the BPM projects, making the successful accomplishment of these projects very difficult. This paper focuses on presenting an extended methodology of the critical chain, methodology which takes into consideration the effects of the critical knowledge activities and offers solutions for removing the negative consequences produced by such activities.

Keywords: BPM projects, critical chain, process improvement, project plan, critical knowledge.

- Radu Stanciu, *Increasing the Competencies' Level through Long Life Learning*

Training is one of the most important activities at the organization level, no matter its size and field of activity. Any organization needs well-trained workers ready to fulfill their jobs in good conditions. Therefore is necessary for such a program to be well designed so that its implementation to conduct to an improvement of employees' results. The paper presents an approach to designing adult-learning programmes in order to increase there efficiency, based on the experience of the author gained in designing and delivering such programmes.

Keywords: adult learning, training programme.

- Irinel Marin, *Human Resources Audit I. The Concept and Categories of Audit*

We considered important to make a historical research on the audit because performing the audit categories started as an intrinsic need of the organizations, unannounced initially, almost at the same time with the need of evaluation all the activities made of any company. Management audit and human resources disposition into the general audit conceptual setting and the accent on its importance into the evolutionary setting of a company emphasizes the necessity of this evaluation going over major theories related to the strategies importance of the audit process and classification of the audit types.

Keywords: audit, conceptual setting, the concept and categories of audit, the actual general concept, audit mission, audit system.

- Luminita Gabriela Popescu, *From Partnership to Co-Governance in Public Services through a Quality Strategic Approach I. The Strategic Model of the Quality Cycle*

Quality in public services is a major challenge to modern public sectors. Traditional bureaucratic governance seems unable to face the challenge, which means that reforms are introduced and new types of quality models have developed. They tend to limit the managerial efforts to satisfy the minimal requirements, according to ISO-9000 standards, generating regrettable confusions regarding the definition and, especially, the interpretation of appropriate management philosophy and, by default, different views relative to creating the type of organization applying this philosophy. In order to accomplish and maintain the Quality, the approaches and practices in public management are not enough. Therefore, we shall try to expand the frame of updating the managerial approaches through Quality. From this view, the Quality strategic approach is formulated according to a macro vision about the organization and consists in the ability of orchestrating simultaneous transformations of each system in the organization. According to our theory, strategic approach of Quality in a flexible meta-type network is materialized in the strategic model of the quality cycle: co-design, co-decision, co-production, co-evaluation. In other words, are created specific conditions of developing relations co-governance in public services.

Keywords: governance in public service, meta-organization, strategic approach of quality.

ENVIRONMENTAL MANAGEMENT

- Florina Bran, Daniela Hincu, *Measurement of Eco-Efficiency*

Sustainable development embodies the conceptual model of a harmonized relation between economy and environment toward increased quality of life. The linkage between this concept and business practice is secured by numerous operational formulas, among which is inscribed the concept of eco-efficiency. The paper aims to enlighten the rationale that support the formulation of eco-efficiency concept and to present a series of guiding elements for the identification and selection of indicators used for eco-efficiency calculations.

Keywords: sustainable development, eco-efficiency, social responsibility, general indicators, specific indicators.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Babut, Roland Moraru, Monica Crinela Babut, *Integrated Risk Assessment Methods (I)*

The paper has as goal to present four integrated risk assessment methods (ARAMIS, LOPA, MOSAR, QRA), basically developed for industrial plants concerned by the Seveso II Directive. For each of those four methods, the following issues were approached: history and practicability, principle, application procedure (stages and tools), limits, advantages and inconveniences. Through the provided information, the paper can represent a useful guide for all the interested/affected factors (such as, operators, competent authorities, public, etc). The paper can also represent a thought topic for experts within the occupational health and safety field, regarding the means of integrating all the steps of the risk assessment process into a single approach.

Keywords: risk, assessment, method, industrial plant, major accident.

KNOWLEDGE SOCIETY

- Nicoleta Barbuta-Misu, Khalil Md Nor, Eugen Mitrica, *The Qualitative Analysis of the Internet Banking in Romania*

The eBanking services, in special the Internet banking, gains the attention of a part of the traditional banking services customer because of the great importance of the financial

activities within the daily life. This must be a plus for the bank, but this hypothesis is not confirmed by the real life. The obstacles encountered in the implementation of electronic version for the banking transactions are manifold. Emanating from the present study are numerous solutions for the evaluation of Romanian Internet banking market, taking in consideration both the quantitative and qualitative services. Also, the proposed methodology was used for the evaluation of Internet Banking service usage in Romania.

Keywords: banking services, Internet Banking, evaluation, qualitative analysis.

MANAGER'S LIBRARY

- Editura Didactica si Pedagogica House of Publishing, Liliana Mihaela Moga, *Design of Information Systems by Methods based on Value*