

QUALITY-access to success, nr. 5/2010

INFO/EVENT

- ♦ *ISO Standard to make Bioenergy Sustainable*
- ♦ *IBM offers New Solutions for Information Management*
- ♦ *Iuliana Chilea, How and how much may we reproduce from Standards?*

QUALITY MANAGEMENT

- ♦ *Carmen Valentina Radulescu, Cristina Popa, Implementation of Operational Programs in Romania*

Abstract: Structural and Cohesion Funds are the main instruments of the European Union aimed to promote economic and social cohesion and solidarity. Through these instruments the European Commission pursues to reduce the differences among the development levels of different regions and their development delays and remote areas. The effective implementation of structural instruments is made through operational programs. The paper presents the main operational programs and analyzes the specific attributes of the bodies involved in their implementation in order to fulfill sector and regional priorities.

Keywords: structural instruments, cohesion, solidarity, operational programs, implementation.

- ♦ *Ana-Maria Grigore, Andreea Mitroi, Capitalism without Moral Values*

Abstract: Capitalism, as we know it, was dominated by rather selfish drives, much too often by greed and self interest.

This crisis it's the most recent and serious consequence of neglecting vital responsibility and ethics in the business world.

Moral capitalism assumes that the decision making processes include moral principles. Moral capitalism means a substantial overlap between virtue and self interest.

Keywords: moral capitalism, spiritual capital, financial crisis, spiritual crisis.

- ♦ *Alina Filip, Diana Maria Vranceanu, Buying Decision Process and Customer Satisfaction Development*

Abstract: Satisfaction is considered a trial evaluation of the customer that appears after the decision to buy a product or a service, in a specific conjuncture or opportunity.

Therefore, satisfaction is the outcome of the comparative process between the expectations set by customers before making the buying decision and their subjective perceptions relative to the product performance, after use or consumption. Organizations which aim to provide superior value to customers must understand which are their individual expectations and which are the determinants of these expectations. Achieving those goals becomes possible by researching consumer behaviour and how they take purchasing decisions. The buying decision process made by customers can be divided into three major stages: pre-purchase, purchase (and consumption) and post-purchase.

Keywords: customer satisfaction, customer expectations, buying decision process, product performance, quality standard, loyalty.

- ♦ *Luminita Gabriela Popescu, From Partnership to Co-governance in Public Services through a Quality Strategic Approach V. Reviving the Mentality of Members of the Organization of Public Services. Part one*

Abstract: This process permits the self-recovery because is focused on transformation the mentality and the behavior of the members of the organization, therefore on the spirit of the organization. This is the most difficult size, subtle and yet less explored. The essential stages in developing the system of mentalities own to Quality are: (1) the

development of the culture for Quality; (2) a new style of leadership; (3) the build of an individual learning system.

This realization of this kind of transformation makes reference to so-called „hard“ discipline (studies about customers and markets, analyze the costs), and also to „software“ discipline (create the teams, the change mentalities limbs of the organizations).

The optimistic scenario in this transformation is that the organizations can „revive“ and not in a paternalist manner, but through the development and assumption of new responsibilities as part as new social contracts.

Therefore, the public services have to redefine the boundaries of responsibilities, to identify new methods to use the resources, to do business and built alliances, to be involved in changing the mentality of the members of the organization, as well as their stimulation with the aim to gain new knowledge and abilities.

Keywords: governance in public service, meta-organization, strategic ap-proach of quality, quality culture, leadership, individual learning system, excellence.

- ◆ Nicolae Dragulanescu, Remus China, *Opportune Corrective Actions and Corrections of Today's Romanian Approach of Quality Assurance in Education (II)*

Abstract: Romanian educational system, like any education system in the world, cannot evolve as a closed system, inflexible towards the more and more demanding requirements of its dynamic customers, of actual challenges, and/or of specific developments of European space of education. Within this context, the Romanian educational system needs urgent implementation of some improvement processes based on models, mechanisms, concepts and stable rules which are internationally validated and widely accepted. It should simultaneously take into account the actual conditions and specific progress of Romanian educational system, targeted in terms of a real quality assurance of education.

Such an approach will allow the national education system to be able to connect, the „walk“ the demands and challenges of current society and at the same time without losing the real values earned over time. We cannot ignore or delay the implementation of the recommendations of European institutions in the provision of quality education. The Romanian quality assurance system in education must be designed and implemented according to stable and European-wide validated referentials, such as the EFQM excellence model and the EN ISO 9000 standards. If such referentials will not be adopted, the evolution of the Romanian educational system will become more and more ineffective and inefficient, enabling thus many counter-productive outcomes on educational, economic and social plans.

Keywords: quality assurance, education, standards, PDCA-cycle, quality improvement.

- ◆ Amalia Venera Todorut, *The Way towards Global Quality Management – GQM*

Abstract: The paper I approaches some aspects related to a new concept, global quality management – GQM. In a global world characterized by transformations in the business environment, by crisis and external pressures, it is necessary for TQM to move to GQM, which permits a better adaptability to the global business environment. I have interpreted the GQM concept and I have realized a comparison between TQM and GQM analyzing the objectives, market, production, information systems and technology network.

To be successful in a society based on knowledge, companies will need to implement new strategies and new tools to create simultaneously economic, social and environmental values. TQM philosophy must be rethought and recreated in the context of the new global transformation, to make the switch to GQM.

Keywords: quality, global quality management, total quality management, global business.

- ♦ Ion Naftanaila, *Le_AN_A and ... Master Manole – LEAN Manufacturing Evolution 3. The „Seven Sins“ of non-Value or the Seven Types of Waste*

Abstract: Waste elimination is one of the main concepts of Lean processes and is a good starting point toward Lean transition.

The seven types of waste that are mentioned in this article present the common environment that defines the waste. Also, you will be able to find methods of its elimination and also the three initial terms: muda, muri and mura.

The entire aspect is presented from the local „soil“ point of view.

Keywords: muda, muri, mura, overproduction, transportation, over-processing, inventory, defects, waste.

- ♦ Tudor Pendiuc, *Customer Satisfaction – a Basic Concern of Pitesti City Hall Employees*

Abstract: Organizations must continuously focus their efforts on understanding and satisfying the needs and expectations of all their customers, identify the appropriate methods and tools in order to assess the customer satisfaction, to improve internal and external relational system and to create partnership relations with faithful customers.

Keywords: customer satisfaction, assessment model, communication, complaint, suggestion, opinion survey, interview, questionnaire.

ENVIRONMENTAL MANAGEMENT

- ♦ Florian Grigore, Vladimir Rojanschi, Stefan Duduman, *Assessment Model of Socio-economic Companies Compliance in Relation to Environmental Legislation – Requirement of ISO 14001*

Abstract: The need to evaluate the environmental performance of companies in relation to environmental protection and conservation legislation raises the question of assessment, and quantification systems. Until now different procedures have practiced, consisting of: tables, graphs, charts, colors, etc. However, assessments in relation to environmental legislation have certain method, especially when, finally, it is necessary to integrate and cumulate in order to obtain an overall look. This is method required by:

- Environmental components (water, air, soil, biodiversity, etc.), with their specific distinct characteristics;
- Distinct nature of certain parameters (physical, chemical, biological, etc.) that are used to characterize the state of environmental quality in general, or its components;
- Their high variability of their time horizon and space.

In this paper we present a model that can be used to estimate the degree of compliance in respect to legal requirements and other requirements to which a company has subscribed. It shows how to obtain the data needed to quantify the degree of compliance on certain categories of elements (water, air, soil, etc.) and their integration to achieve a value which would give the degree of compliance for socio-economic companies.

Keywords: environmental legislation, compliance assessment, quantification.

- ♦ Maria Ghidiu Bita, Ciprian Mihai Candea, Calin Valter, *The Discrepancy on Transposition of EU Directives in the Field of Water*

Abstract: This article will attempt to present the results of a study evaluating the impact of implementation of directives that require large investments and are in the EU acquis on water quality industry, agriculture and local utility systems in Romania. The study relied on analyzing the current situation in the water sector in Romania, trying to explore the main differences between the current situation and future goals statement, identifying them as needed for disposal. Field water is one of the most regulated areas in the EU. Most directives require major investment and require significant efforts to

implement the EU Member States.

Keywords: directive, the acquis, water quality, water consumption, funds.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- ♦ Roland Iosif Moraru, Gabriel Bujor Babut, *Principles and Guidelines regarding the Risk Management Implementation (II). The new ISO 31000:2009 Standard*

Abstract: Any organization intending to achieve certain goals establishes the activities leading to the fulfillment of these and, meanwhile, tries to identify the most likely to occur threats, in order to select the adequate prevention measures. If intuition can support us in managing simple, reiterative processes, it is not any more enough when dealing with complex, multiple interrelated, processes, such as those developing in organizations. Moreover, organizations are open systems, acting in a specific environment, which at his turn introduces uncertainties which should not be ignored. Even if experience-based intuition will never loss its importance, it proves itself inadequate when management must generate performance. For this reason, the acquirement of a coherent system of concepts and rules, widely accepted on national and worldwide level, became indispensable for the present-day organizational practice, both in public and private sector, in every economic activity branch, regardless of their nature. To this purpose is devoted the recently issued, but long-expected, international standard ISO 31000: 2009 „Risk management: principles and guidelines on implementation“. The present paper is aimed at ISO 31000 standard’s content presentation and analysis, the basic objective consis-ting in the acquaintance of Romanian organizations with an unitary frame-work regarding the risk management approach, with a view to harmonize the practices developed at each organization’s level. The paper is based on the author’s belief that the assimilation of risk management basic principles and the spirit and content of ISO 31000: 2009 standard will facilitate contacts between stakeholders, by language homogenization, allowing a real knowledge and expertise transfer, providing larger access to specific literature when detailed approaches will be envisaged.

Keywords: management, risk, principles, framework, guidelines, ISO 31000.

MANAGER’S LIBRARY

- ♦ Universitara House of Publishing, Ildiko Ioan, Florina Bran, Carmen Valentina Radulescu, *Managerial Dimension of Nature Conservation*