

QUALITY-access to success, nr. 6/2010

INFO/EVENT

- *New ISO/IEC Standard on Risk Assessment complements Risk Management Toolbox*

QUALITY MANAGEMENT

- Lidia Niculita, *Projecting Process Analysis in Integrated Management Systems*

Abstract: This article presents the analysis results of a study concerning procedures of project procedures in management systems. The objective was to investigate the mode, the way and necessary procedures for planning and execution of a project in an organization inside an integrated management system. The paper is addressing a board system of manager's users, employers, directors, and chief compartments and specialist of firms and any type of organizations.

Keywords: integrated management systems, procedures quality, quality systems, project, organizations.

- Eugen Burdus, *The Internationalization of Business as an Option in the Marketing Strategy of the Entrepreneur (I)*

Abstract: Both the process of creating a business, but especially during the course thereof, the entrepreneur should consider a future in terms of domestic and international presence. This would require a marketing strategy for attracting and maintaining loyal customers domestic and international, for whose implementation it should be mentioned for specific tactics, identify ways to internationalize the business and choose the most appropriate forms of advertising.

Keywords: entrepreneur, marketing, strategy, tactics, internationalization, business, advertising, barter, export, licensing.

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

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.

- Ion Naftanaila, *Le_AN_A and ... Master Manole – LEAN Manufacturing Evolution 4. Flexibility and Quick Changeover. Part 1. Dynamic Economic Order Quantity*

Abstract: One of the challenges faced by businesses today is the combined pressure to reduce price and to provide an increased a variety of options at lower volumes. Customers expect more choices and rarely will pay more for variety. The dilemma faced by many manufacturers is decreasing order quantities and reduced lead-times. Most companies cope by either building finished goods inventory in order to ship o non-time, or reduce lot sizes and do more changeovers. Companies pay for this either in inventory carrying costs or by losing capacity to changeovers.

This paper focuses on presenting a dynamic approach of EOQ model (part 1) and methodology for set-up time reduction using SMED-OTED model, the main barriers in implementation process in Romanian economical environment and the ways to overcome this difficulties also (part 2 and 3).

Keywords: flexibility, set-up time, changeover, process improvement, inventory, lead time, dynamic EOQ.

- Tudor Pendiuc, *Case Study on Assessment and Monitoring Customer Satisfaction in Pitesti City Hall*

Abstract: Evaluation and monitoring the customer's satisfaction is an essential management tool of the organization based on the analysis of information regarding the customer relationship. The process of evaluation and monitoring the feedback received from customers regarding their satisfaction provides a valuable data base for the organization, securing the proper framework for some actions of improving customer relationships and increasing the customers' satisfaction.

Keywords: customer satisfaction evaluation, opinion survey, questionnaire, feedback monitoring and evaluation.

- Alina Filip, Diana Maria Vranceanu, Cristian Filip, *Fundamental Principles of Customer Satisfaction Research*

Abstract: Customer satisfaction represents an indicator of organizational performance, being often used in the process of monitoring and control of marketing activities. The methods used by companies to assess customer satisfaction are very wide. Taking into account the criterion relating to the method for obtaining information, the most often used are direct research, that are often classified into quantitative research and qualitative research. In some cases, relevant information is also obtained through the investigation of secondary sources; mainly from the statistical records of the company, stored in the database.

Keywords: marketing research, customer satisfaction, survey, in-depth interview, focus-group, database.

- Apostolos Apostolou, Yannis Politis, Evangelos Grigoroudis, *Implementation of the Common Assessment Framework in the Public Sector. The Case of the Region of Sterea Ellada in Greece*

Abstract: The Common Assessment Framework (CAF) is an easy-to-use tool to assist public-sector organizations across Europe in using quality management techniques to improve performance. It is a result of cooperation among the EU Ministers responsible for

Public Administration. The CAF provides a self-assessment framework which is conceptually similar to the major Total Quality models, in particular the Excellence Model of the European Foundation for Quality Management (EFQM), but which is especially designed for public-sector organizations, taking into account their distinguished characteristics. This paper presents the attempt to implement the CAF model to the Region of Sterea Ellada, a united decentralized administration unity in Greece, which has the responsibility to plan, organize, coordinate and implement the development policies in its district. The methodology used for the implementation of the CAF model as well as the results of the self-assessment process are also presented, providing useful feedback for future actions and examples of good practices.

Keywords: Common Assessment Framework (CAF), Greek public administration, self-assessment, total quality management.

- Elena Bogan, *Regional Competitiveness through Territorial Fund's Capitalization*

Abstract: The competitiveness potential refers to the material and non-material resources which allows implementation of optimum instruments for a successful competition on the global market.

The regional competitiveness is not a static term, it should be seen as a dynamic process, determined by changing growing factors, intern conditions resulted from the infrastructure quality improvement, social, economic, cultural potential which varies from one region to another.

The regional competitiveness depends on the productivity and accessibility of markets, the qualification level of labor force and institutional factors, such as endowment with social capital from entrepreneurial culture which encourages the cooperation and initiative, contributing at the public administration efficiency.

Keywords: regional competitiveness, territorial fund's capitalization, competitive development, cluster.

- 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 two*

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 approach of quality, quality culture, leadership, individual learning system, excellence.

ENVIRONMENTAL MANAGEMENT

- Giani Gradinaru, *Quality and Comparability of Environmental Statistical Data*

Abstract: Data are essential elements for the knowledge and statistical analysis of crucial importance in sustainable development decision support. The concrete delimitation of environmental data is a complicated procedure due to the imprecise delineation of environmental elements. Uncertainty of field „borders“ is just one of two facets of the issue. The second aspect regards the exhaustive coverage of certain parts situated within the border of a domain. This is problematic because the exhaustive coverage of the studied field imposes a significant amount of information regarding environment and this is sometime difficult to achieve. Difficulties encountered lead to an insufficient statistical coverage. In the paper there are presented results obtained in the 92-127-PPDIM research project, financed by CNMP, regarding the modalities to obtain and organize environmental data and also the main uses of them for clarifying important aspects referent to the quality and comparability of environmental statistical data.

Keywords: quality, comparability, policy instruments.

MANAGER'S LIBRARY

- Cospress House of Publishing, Lidia Niculita, *Procedures and Documentation for Educational Process Management*
- Cospress House of Publishing, Lidia Niculita, *Research Project Management*