

QUALITY-access to success, nr. 9/2010

INFO/EVENT

- *ISO and IEC have developed a Standard for Assessing Competence of Laboratories*

QUALITY MANAGEMENT

- *Steliana Cojocariu, Promotion of Protected Areas in Romania through the Project „European Destinations of Excellence“*

Abstract: The paper present the results of the European Destinations of Excellence Project having as theme „tourism and protected areas“, approved by the General Directorate for Enterprise and Industry of the European Commission, and implemented by the Tourism Ministry from Romania, during 2008/2009.

Keywords: promotion, protected areas, European Destinations of Excellence Project, European Commission, natural and national parks.

- *Dragos Ilie, Mihail Cristian Negulescu, Quality Assessment Indicators in the Relationship between Risk Management and Bank Marketing*

Abstract: Following the global economic crisis there should be a reconsideration of financial capitalism and particularly its bank marketing and management. Apparent conflicts between bank marketing and risk management have generated many controversies, the policy to promote banking products having major deficiencies in terms of quality. Accordingly, the internal quality audit should be an important lever in reforming, under quality criteria, risk management policies and bank marketing. To achieve this objective the paper presents a system of indicators with which we would assess as accurately as possible the relationship between risk management and product sale.

Keywords: risk management, bank marketing, internal quality audit, indicator system, the structure of portfolio quality.

- *Vasile Deac, Impact of Industrial Maintenance in Quality Assurance I. Development and Maintenance Objectives in Quality Assurance Approach*

Abstract: Considering mutations in the industrial equipment's technical complexity and the accidental failure's catastrophic consequences from the economic and/or social point of view, it should be assigned a new dimension to the maintenance activity.

Internationally, the activity of maintenance evolved inside industrial companies considering the compromise that should be done between needs and exigencies, from a technical, economic and human perspective. In order to be a competitive partner inside this system of quality warranty an essential change is imposed inside the maintenance function.

In the current stage, the evolutions that are necessary in approaching the activity of maintenance inside the industrial companies are determined by three groups of factors, which are: technological factors, economic factors and human factors.

Keywords: maintenance's progress, Life Cycle Cost, Total Productive Maintenance, cooperation in maintenance, the maintenance's costs minimization, zero breakdowns, zero failures.

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

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 3. SMED-OTED in Romanian Economic Environment. Implementation of Setup Reduction*

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 on 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.

- Elena Bogan, Ciprian Mihai Candea, *Marketing Strategies in Rural Tourism*

Abstract: Romania has great development possibilities for rural tourism; the practice is being not only possible, but also necessary in the current phase. For this it is necessary to create a clear and perspective policy regarding the development of Romanian rural tourism, in order to establish certain and precise objectives and judicious installments in time, for which to be directed the intern and international financial resources.

The achievement of a complex and coherent economic circuit supports the realization of an efficient strategy in tourism. Any strategy of regional development has a special place, the aspect of marketing. Thus, any products and tourist services circuit for reaching from producer to consumer. Any marketing strategy has to offer solutions and alternatives for tourism development for maintaining an active market and a visible participation externally.

Keywords: marketing strategies, rural tourism, mixed marketing.

- Tudor Pendiuc, *Performance Measurement of Services to citizens of Pitesti City Hall (I)*

Abstract: Nowadays, in the modern management of public administration, one uses a complex set of tools, methods and techniques through which the orientation towards performance is the main framework in which decisions are substantiated, local policies are implemented, results are measured and compared to those envisaged.

Performance measurement is an objective and systematic process for collecting, analyzing and using information in order to determine how effectively and efficiently the services provided by the local public administration are secured and how the objectives are met.

A performance measurement system is a standard of what the institution considers of importance in the activity it runs, as well as of the degree of meeting performance. The lack of performance measurement is an important barrier to improving any activity.

Keywords: performance measurement, improvement, public management.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Roland Iosif Moraru, Gabriel Bujor Babut, Monica Crinela Babut, *The Position and the Function of the Unions in Occupational Risk Prevention*

Abstract: The prevention of occupational injuries and diseases was, and will remain, a high topical interest issue, if considering the major changes occurred in the structure and content of occupational risks, changes induced by all the new products, new technologies and organizational forms of working processes. Within this context, occupational risks prevention and mitigation became a basic concern of every social compounds involved in providing an adequate occupational safety and health level. Starting from the real fact that union's role in occupational risks prevention was, until now, rather negligible, the paper tries to present some reflections regarding the presently existing possibilities directed to the improvement of this situation.

Keywords: occupational risk, prevention, union.

CONFORMITY ASSESSMENT

- Corina Ene, *Current Issues on Product's Conformity Assessment and Conformity Marking at National and European Level*

Abstract: Current requirements, ever increasing, to obtain objective guarantees of trust in suppliers/producers derive from unprecedented complexity of the supply of goods on the market and also from the imperative of protecting consumers. In this context, product quality certification is an effective instrument in facilitating trade relations, especially in protecting consumers' rights and interests.

The article addresses the issue of general certification for domestic and European products, intending to clarify and outline the relevance of conformity marking (CE) in the context of current challenges offered by the market.

Keywords: quality, conformity assessment, product certification, CE marking.

KNOWLEDGE SOCIETY

- Delia Babeanu, Ilie Tamas, *Modern Instruments in on-line Business Environment*

Abstract: The paperwork present in summary matters relating to the M-commerce and business in the Internet, a calculation formula to determine the performance of a website that has the marketing of products or services, as well as next-generation technologies in m-commerce (IPv6 network traffic filtering with the Firewall, identification by the radio-frequency-RAFID).

Keywords: M-commerce, IPv4, IPv6, firewall, RFID.

ACADEMICA

- Emil Petrescu, *The Investigation of the First Failure in the Reliability Experiments*

Abstract: In the world of specialists in the reliability goes the metaphor where the reliability is considered as a dimension in time of the quality. In fact this is the dynamic characteristics of quality, unlike the static quality which is established by the geometrical dimension (length, volume etc.).

In this article I gave some examples of specific analyze methods, both for „quality in movement“ (functionality) and for „quality at rest“ (static type). So, it is possible to organize activities regarding gathering of data concerning the failure phenomenon, with the view to reliability estimating.

In this paper I propose myself the employment of specific instrument SPC (Statistical Process Control) namely control chart for reliability analyzing (see Petrescu – Voda, 2002, [1]).

Keywords: reliability, Weibull analysis, sampling scheme, Shewhart control chart, Gauss-Laplace distribution.

Q CAREERS

- Emil Petrescu

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