

QUALITY-access to success, nr. 121 (2-April)/2011

INFO/EVENT

- *New Edition of ISO/IEC 17201 aims to raise Level of Management System Certification*
- *Costel Rusu, Creating a Global Food Safety Culture*
- *ISO Standards Role in Greenhouse Gas (GHG) Management*
- *Smarter IT Infrastructure, in line with Business Requirements*
- *SRAC CERT Certifications for January and February 2011*

IMPACT

- *Georgeta Bucsan, Manager-on-driftage.ro 1. The Employer is Always Right! The „ISO“ Consultant does not Manage to be Understood!*

Abstract: The author tries to stand out Quality Management as an efficient organizing way, dedicated to consolidate the internal organization of the firms, their position on the market and also to change the attitude of the employers relative to the concept of „quality“.

Keywords: ISO certification, quality management, employer.

QUALITY MANAGEMENT

- *Bogdan Georgescu, Cristian Filip, Irina Maiorescu, Management Systems Certification – Condition for Increasing Organizational Quality*

Abstract: The article refers to accreditation and certification concepts, to the main international directions established by the correspondent bodies for the management systems evaluation and certification. The purpose of this paper is to facilitate the understanding of the certification process by describing its related features and implementation possibilities.

Keywords: accreditation, certification body, management system, I.A.F., E.A.

- *Ion Verboncu, Amalia Venera Todorut, Benchmarking Considerations on the Institution of Higher Education*

Abstract: The paper approaches issues about benchmarking concept in higher education, as a technical innovation and a complementary process of quality assessment activities in universities. It was analyzed the benchmarking concept applied to institution of higher education by the perspective of many European organization, so that it can say that the benchmarking is above all a strategy to track a maintain the organization a certain level of competitiveness. The main forms of benchmarking found in the higher education institutions are characterized, focusing on collaborative vision between universities, so the benchmarking will be a useful tool in continuous improvement quality and organizational performance.

Keywords: benchmarking, quality, performance, improvement, competitiveness, process

- *Vasile Deac, Gheorghe Carstea, Alin Ionut Dumitrescu Dragan, Strategy and Competitive Advantage II. Strategy – the „Rescue“ of the Companies*

Abstract: „Strategy“ is a term used with so many different meanings and connotations, to such an extent that it can end up becoming insignificant. Everybody and at every level was talking about strategies and was proposing strategies. Managers are more and more confused when they refer to the matter of „strategy“ since all too often the threats appear to be rooted not outside the company, in its competitive environment, but inside the company, where contrary to expectations, are the fiercest enemies. Bad strategy often results from the way managers relate to their rivals, from the confusion between strategy and a concrete strategic option or action, from the uncertainty regarding the

role of the strategy (which, often is considered as a process that ineffectually wastes time and money). And, if we take into account the fact that many consider strategy as a top secret that has to be kept in the safe box of the company, at which only the top management has access, the mystery surrounding this concept deepens even further. At the present writing, two main problems arise: „should there be a strategy applied?“ and if the answer is positive, „should the strategy formulation be explicit in nature?“

Keywords: strategy, destructive competition, company mission, strategic objectives, strategic options.

- Steliana Cojocariu, *Management Ethics and Motivation in Organizations providing Tourism Services*

Abstract: The paper presents the importance of management ethics and personnel motivation in tourist service provider organisations, taking into consideration the fact that on one hand it helps building the values which are basic components of organisational culture, with a great capacity to influence the personnel decisions and behavior, and on the other hand in these organisations, the issue concerning personnel satisfaction and the existence of a favorable attitude towards work, has a greater importance than in other types of organisations.

Keywords: management ethics, value, motivation, satisfaction, performance.

- Madalina Silvia Ignatov, Valeriu Nicolae Panaitescu, *Integration of Management Systems into General Business Management with PAS 99:2006. Application on Thermal Power Plants*

Abstract: The necessity of applying the UE Directives inside Romanian power plants, impose to simultaneously adopt more management systems (quality, environment, occupational health and safety etc.). Due to a critical education in the field, to an overlapped birocracy or the dichotomy between business management and the department designated with the implementation, maintenance and efficiency of the integrated management system, most of the time the implementation of one or more management systems is reduced to summing up their key characteristics, development in parallel of policies, programmes and documentations, but especially in the omission of the relationship of subordination between the integrated management system to the general business management. In all management systems there are identifiable common elements as well as specific ones, which can be successfully integrated in the general business management, adding value to the organizational system, regardless its typology.

Keywords: integrated management system, business management, risk management.

- Ion Naftanaila, *Le_AN_A and ... Master Manole – LEAN Manufacturing Evolution. Pull/Kanban (II)*

Abstract: The safest way to have the necessary inventory (not more, nor less), at the right moment (not earlier, nor later) and at the right place means applying a combination of certain instruments, known as the pull system and kanban. The pull system ensures the necessary material at the consuming station at the right time, providing the required quality, by using a signalling system (cards) called kanban. The upstream station will not be allowed to produce more than what is strictly required for the downstream station, and only to ensure the necessary working material for that station. The pull system, along with kanban, constitutes an essential component of the Lean Production System. Thus, a dynamic upstream leveling of the material flow, without excess inventory and replenishment breaks, is ensured; a system that adjusts itself automatically. Below follows a presentation of this system and its main rules.

Keywords: pull, inventory, automating the inventory replenishment cycle.

- Vasile Deac, *Impact of Industrial Maintenance in Quality Assurance V. The Diagnosis of Maintenance Activity (I)*

Abstract: The importance of maintenance activity in quality assurance approach, the position of „Cinderella“ that currently occupies this activity in most industrial companies, its role in the overall efficiency of the activity of the company and changes recorded

worldwide require rigorous investigation of this work. Currently, it is very difficult to assess whether appropriate maintenance work or not, because generally only shortcomings come to light under it (sooner or later). Therefore, its diagnosis will not only allow a correct assessment of the facts, but also identify the vulnerability and opportunities for development issues, indispensable decisions necessary in grounding maintenance.

Keywords: diagnostic, maintenance costs, performance and efficiency in maintenance, maintenance management.

- Cosmin Stirbu, Luminita Stirbu, *Predictive Maintenance based on the using of Artificial Neural Networks*

Abstract: This paper presents the problematic of predictive maintenance, which is pylon of total productive maintenance allowing the maximization of overall equipment effectiveness. We propose to integrate the artificial intelligence, meaning artificial neural networks, like essential part in the predictive maintenance, that assure a very good improvement for this maintenance.

Keywords: TPM, neural networks, predictive maintenance, artificial intelligence.

ENVIRONMENTAL MANAGEMENT

- Ildiko Ioan, Florina Bran, Carmen Valentina Radulescu, *The „Eco” Profile of Oil Companies*

Abstract: The main energy source of modern society – oil – unleashed and fuelled countless controversies in environmental protection related debates. The conceptualization of oil companies’ reaction to environmental issues brought a number of milestones, but was based on the analysis of world leaders and envisaged more the drivers of environmental decisions of oil companies. The paper aims to describe how oil companies reacted to environmental issues. The analysis showed that the global policy agenda is adopted with priority for both, environmental problems in general and climate change.

Keywords: oil companies, environmental degradation, corporate social responsibility, climate change.

- Giani Gradinaru, *Transparency and Responsibility through the Dissemination of Environmental Information*

Abstract: The paper presents an incursion regarding the emergence and evolution of environmental information concept, access to environmental information, and the conceptual definition of the environmental statistic system in Romania, representing the outcomes of research made in PPDIM project, code 92127/2008, coordinated by prof.dr. Vergul Voineagu, conf.dr. Giani Grădinaru, prof.dr. Constantin Anghelache, prof.dr. Eugenia Harja, ec.dr. Constantin Mîndricelu within the Partnership Program financed by CNMP.

Keywords: environmental data, environmental information, environmental statistics.

ENERGY MANAGEMENT

- Leonida Brindus Stanoiu, *Standards for Energy Management Systems (II)*

Abstract: For the last ten years in countries like Denmark, Sweden and Ireland a worldwide scale standards, where the requirements concerning the energy management system were defined, have been developed. This process was generalized at the international level by CEN, in Europe, where in the year 2009 the international standard EN 16001 was created and published. ISO proposed a similar project and consequently in 2011 it is going to publish the international standard ISO 50001 bearing the same name as that of EN 16001 standard.

This material proposes to review the main standards referring to the energy management systems in Europe, laying emphasis on their necessity and on the elements that underline these standards.

An additional attention is granted to these aspects in connection with the international standards EN 16001 and ISO 50001.

Keywords: energy management systems, EN 16001, ISO 50001.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Bujor Babut, Monica Crinela Babut, George Catalin Crisan, *Analysis of Malevolent Acts induced Accidents on Industrial Sites which are Subject to SEVESO II Directive Requirements*

Abstract: The national and international legal requirements aimed at malevolent acts prevention and mitigation on industrial sites which are subjected to Seveso II Directive are emphasizing both the need to consider the malevolent acts in the major accidents risk analysis process, and the relatively complex problems to be solved in order to reach the desired goal. From this point of sight, the paper aimed at developing an analysis allowing both the identification of the main causes of major accidents induced by malevolent acts and the shaping of the basic elements composing the methodological framework facilitating the integration of these actions into the major accident risk assessment process. While a national database with information regarding accidents generated by malevolent acts on industrial sites could not be consulted, worldwide available data-bases were chosen to be consulted.

Keywords: accident, malevolent act, risk assessment, Seveso II Directive.

MANAGER'S LIBRARY

- Editura Economica, Florina Bran (coord.), Gheorghea Manea, Carmen Valentina Radulescu, Ildiko Ioan, *Survival – the Paradigm of a Sustainable Future*
- Editura Universitara, Steliana Cojocariu, *Bussiness and Tourism Management*