

# QUALITY-access to success, nr. 122 (3-June)/2011

## INFO/EVENT

- *Series of ISO Standards for Fair and Transparent Construction Procurement*
- *IBM Centenary. For a Century, IBM shapes how the World works!*
- *SRAC CERT Certifications for March and April 2011*

## IMPACT

- *Integrated Management System of S & T Romania brings added value to company*
- *Georgeta Bucsan, Manager-on-driftage.ro 2. The Story of Mr. Iancu Danaut, Owner of a Carpentry Company*

**Abstract:** Iancu Danaut, an imaginary character, is the owner of a carpentry company. The difficult situation of the company is the starting point for the conscience wakening of the owner referable to his moral duty to continue the six generations carpentry tradition of his family.

**Keywords:** ISO certification, Quality Management, employer.

- *Mircea Udrescu, Constantin Coderie, Romanian Educational System – between Quality, Disillusion and Deception*

**Abstract:** The educational system is the regulated form of securing the social future and it aims at possessing quality and performance. In order to have educational activities performed, society makes financial efforts, and not only. The quality of the educational system depends on the professionalism and the good faith of its managers.

Consequently, when decisions are thoroughly justified, results are expected to be appreciated both by school children and students and by society in general. However, if the educational system is built up according to some mean interests that have nothing in common with the basic principles of education, the quality of the educational processes can only emanate disillusion and deception.

**Keywords:** education, student, professor, teaching staff, quality, realism, motivation, disillusion, deception.

## QUALITY MANAGEMENT

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

**Abstract:** Maintenance diagnosis aims to demonstrate whether the organization and procedures applied for maintenance and generally managing this activity are in accordance with requirements under the imperatives of maintaining rational (efficient). This diagnosis should not be an exclusive finding of state. Orientation toward action by highlighting the strengths and weaknesses, identifying areas where progress is needed and possible, observing the development and maintenance skills for change is an essential element of this diagnosis.

**Keywords:** diagnosis, management maintenance, prone to change, cooperation in maintenance, self-maintenance.

- *Daniel Georgescu, Lean TPM. Third Generation of TPM (TPM<sup>3</sup>)*

**Abstract:** Into a pro-active environment, focusing on equipment defects is the target that can eliminate breakdowns and early defects. This focus view on equipment defects is characterized by how all company's employees are engaged in pro-active improvements.

**Keywords:** maintenance, TPM, management, TQM, lean.

- *Alina Filip, The Role of Stakeholders in Relationship Marketing Theory*

**Abstract:** An important criticism that can be made to the traditional marketing approach is the neglect of those relationships that form between an organization and various

stakeholders from its internal and external environment. This has negative consequences on service quality and consumer satisfaction. A company ability to adapt to changes occurring in the business environment is constantly influenced by the specific behaviour of many stakeholders, such as: customers, suppliers, distribution intermediaries, employees, shareholders, investors, financial community, NGOs, government, etc. From a relational perspective, the influence of these stakeholders on the achievement of managerial objectives can be highlighted in a conceptual model consisting of six interdependent markets.

**Keywords:** stakeholders, conceptual model, customer relationships, word of mouth communications, internal marketing.

- Ion Naftanaila, Adina Andreea Ohota, *Le\_AN\_A and ... Master Manole – LEAN Manufacturing Evolution. Fundamentals of Standardized Work*

**Abstract:** Standardized work was and will always be a „hot“ issue perceived either as a form of „exploitation“ or as a form of „involvement“. Neglecting this subject had and will always have effects that cannot be neglected. The aim of this paper is to shortly summarize the basic elements of standardized work and the major differences between the two approaches: the approach imposed by the specialists and the participative approach based on team work.

**Keywords:** standardized work, participative approach, team work, Lean manufacturing.

- Vasile Deac, Gheorghe Carstea, Alin Ionut Dumitrescu Dragan, *Strategy and Competitive Advantage III. Strategic Analysis of the Competitive Environment*

**Abstract:** The purpose is investigating of all external company factors that act directly or indirectly in its activity, by this analysis aiming to determine the external conditions in which the company operates and of the environmental trends, in order to identify the opportunities and the threats that will face in its future evolution. The external factors can be grouped into factors belonging to company's macro environment and factors belonging to the company's microenvironment. The five competitive forces model in a market, formulated by Michael Porter in 1979, soon became a reference in the literature of specialty and in managerial practice due to its synthetic and clarity character with which the most intense common forces of all fields of strategic activity are identified. Currently, this model is one of the most popular tools for strategic analysis, proving its usefulness in different situations, in this article being summarized also the essential aspects of this model.

**Keywords:** opportunity, threat, bargaining power, entry barriers, exit barriers.

- Alexandru Gradinar, *Designing Training and Development Programmes*

**Abstract:** Designing development programmes implies, mainly, passing a series of well-defined stages that will lead to the final success of the programme. The efficiency of training programmes depends on the clarity of the set objectives, the contents of the programme, place and training methods and techniques. In the most cases, the designed development programmes are individualized for each subject or group of subjects and are carried out annually. Regarding the payoff for organizations of such programmes it is very difficult to quantify the results. The broad perception is that training programmes is costly, but indispensable. One can encounter cases in which the return on the investment is negative. The implementation of the programmes implies establishing of an objective framework, negotiating the programmes contents and the right implementation.

**Keywords:** implementing development programmes, quality, target employees, training programme scope, methods and techniques, designating planners/trainers, on-the-job and off-the-job programmes.

## **ENVIRONMENTAL MANAGEMENT**

- Andreea Mitroi, Ana-Maria Grigore, *Present and Perspectives in Environmental Management Accounting Standardization*

**Abstract:** Environmental Management Accounting (EMA) is a development of Management Accounting practices, arising from the necessity of granting a special emphasis on the impact the economic activities of an organization have on the environment. The paper provides a review of environmental standards (ISO 14000) and highlights the benefits of alignment with international requirements for environmental standards. All the benefits resulting from this will help organizations to become eco-efficient by reducing costs and environmental impacts through efficient use of energy, water and materials, planning and implementation of pollution control investments or energy efficiency projects, evaluating the total revenue investment in eco-efficiency activities.

**Keywords:** ISO 14000, environmental management accounting, environmental management, eco-efficiency.

## **FOOD SAFETY MANAGEMENT**

- Ionut-Anica Popa, *ICT and Food Traceability Systems*

**Abstract:** In the actual context of an increasing rate of national and international requirements regarding food safety and security and of the spectacular development of Information and Communication Technology (ICT), the importance of using technologies and tools from ICT domain in food traceability information systems is in a continuously enhancement. The existing information from information systems must be organized in a specific way in order to allow data processing and analyses and the capability of information system to send/receive data to/from other systems. The paper presents the main elements regarding food traceability and food traceability information systems and, in the same time, the developments from ICT domain methods, technologies and tools provided by ICT which are included in modern food traceability systems.

**Keywords:** ICT, traceability, food safety, standards and regulations.

- Teodora Casulschi, Floarea Serbancea, *Quality Assurance in a Food Control Laboratory*

**Abstract:** Millions of analytical measurements are made every day in thousands of laboratories around the world. Virtually every aspect of society is supported in some way by analytical measurement. The cost of carrying out these measurements is high and additional costs arise from decisions made on the basis of the results. Clearly it is important to determine the correct result and be able to show that it is correct. The aim of this work is to provide some good practice for quality assurance in a laboratory of food analysis. The paper covers both physical-chemical or microbiological analysis carried out on a food control laboratory, including particularities of food products.

**Keywords:** quality assurance, quality control, food quality control, physical-chemical analysis, microbiological analysis, accreditation.

## **ENERGY MANAGEMENT**

- Stefan Ungureanu, *Case Study on the Management of an Organization's Energy Issues (I)*

**Abstract:** Main objective of energy management applied in an organization is to ensure a judicious and efficient use of energy in order to increase profit by reducing energy costs, thus ensuring more competitive organization.

The article presents a case study for the identification and analysis of energy issues, identify opportunities for improving energy efficiency and establishing an energy management program to achieve energy objectives and targets in a sector with a considerable energy consumption, such as that of a service organization for producing and distribution of carrier for heating and hot water, namely Urban Heating Station Buzau.

**Keywords:** energy, management of energy issues, heating station, heat energy, electricity.

## **OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT**

- Roland Iosif Moraru, Gabriel Bujor Babut, *Ethics and Stakeholder Involvement in Occupational Risk Management (I)*

**Abstract:** There is always an unexplored ethical dimension over and above the list of causes of occupational accidents. This results in a cascade of bad decisions being taken at the organizational, human and technical levels, which cause tragic accidents, often with loss of human life. To manage risks properly, it will not only be necessary to develop techniques but also to develop processes, at the personnel level as well as at the organizational level, which will take human nature into account. Appropriate mechanisms will also have to be set up to reconcile „public interest“ and „risk management“. It will thus be necessary to define, implement and improve a series of processes and most importantly, provide guidance to managers. It is necessary to continue improving the risk analysis methods, to continue training in the field of risk management for numerous stakeholders, to reinforce legislation on risk management and most importantly, to base risk management on ethical principles. The paper discusses values and principles applied in safety decision-making and actions. However, there is no straightforward answer to what is safe enough. Therefore, the purpose of this paper is to present some alternative and supplementing lines for reasoning around some fundamental questions of occupational health and safety management in Romania.

**Keywords:** ethical principles, decision, stakeholder, accident prevention, risk management.

### **MANAGER'S LIBRARY**

- Universitara House of Publishing, Florina Bran, Ildiko Ioan, Carmen Valentina Radulescu, Cristina Popa, *Global Synergies in the Direction of Environment Protection*