

### INFO/EVENT

- *ISO ensures Everyone speaks the Same Technical Language on Energy Performance of Buildings*
- Reinhard Weissinger, *Risk Management. How ISO Standards can help*
- Marie-Claire Barthet, *Risk Management*
- *Integrated Management Solutions for Financial and Banking Risk*

### QUALITY MANAGEMENT

- Lidia Niculiță, Georgiana Matache, *New Quality Management System for the Safety of Construction Buildings including the Analysis of Risks and Critical Points*

The quality and safety of construction buildings are major concerns of the parties involved in their execution as well as of their clients and users. This work proposes, in analogy with the HACCP System – Hazard Analysis and Critical Control Points, a new type of quality and construction safety management by employing the assessment of risks and critical points, referred to as ARPCCTC – Assessment of Risks and Critical Control Points in the Construction Technology. After the description of the specific construction technologies, this article defines and describes the principles of the new quality management system.

The document details the stages required for the implementation of the new system and the conclusions and advantages related to the ARPCCTC System. We estimate that the proposal for the enforcement of the new quality management system in the wide construction field will generate attitudes, discussions and comments between specialists and every person interested in the quality and safety of construction building.

**Keywords:** construction safety, construction quality management, risk assessment, critical control point assessment, HACCP.

- Ion Ioniță, Vadim Gordaș, *Impact of ISO/IEC 20000 Series Standards on Development of an IT Service Management System*

Pursuing for service delivery excellence, IT departments' managers acceded to a structured process implementation since 1989-1996 when the first version of ITIL methodology was published. Since then, standards and frameworks used for service management have evolved in order to enable management to take an integrated approach for process implementation, to improve existing practices, to monitor their effectiveness and to be able to compare results with performance of similar organizations through benchmarking. Nevertheless until the publication of the second edition of ISO/IEC 20000-1:2011 there hasn't been published a comprehensive methodology for service management system with general applicability.

New service management standard publication help us to develop the concept of service quality management and to highlight their specificity for IT services industry. In order to achieve this we will present the evolution of IT service quality management concepts, existing frameworks and methodologies. We will also highlight key elements which should be considered for a successful implementation of a service management system in the IT field, and will present ISO/IEC 20000 implementation steps.

The importance of this article is derived from the market share of IT services in the global economy and the growing emphasis placed on their efficiency and effectiveness. In this context, service quality analysis has potential to become both a research topic for professionals, and a key objective for IT service providers who were initiators of development of a new service quality management standard. In order to support this we intend to open a door for future researches.

**Keywords:** service quality management, IT Services, service management system, ISO/IEC 20000, IT service providers, models, excellence.

- Cosmin Matei Petra, *Document Management for the Implementation and Maintenance of Management Systems. Case study: Sherlock Web*

The aims of the article is to provide a practical solution to use document management systems, to establish a documented procedure for document control, procedure necessary to implement a management system.

The issues that were addressed in this paper are: approval of documents for validation, the existence of a route to analyze, review and re-approve of documents, identification of their current review and changes, ensuring that only valid versions are available at workplace, prevent unintended use of obsolete documents and easy identification of internal or external documents.

**Keywords:** document management, document control, management system.

- Doina Popescu, Ion Popa, *Managing Organizational Change and Innovation VIII. Innovation in Distribution System*

Our work focuses on the mutations that took place over the time in the field of distribution, and the current market tendencies that are influencing it. We also present innovative retail models, as regarding to consumer behavior, we can no longer talk about the concept of irrational consumer or impulsive buying.

The paper presents both the innovative forms of offline retail and online retail, also focusing on the potential for proliferation and future development of innovative forms of retail thanks to new technologies.

**Keywords:** innovation, distribution, consumer universe, concept store, pop-up store, e-concept-store, DIY.

- Alexandra Iancu, *Quality of Public Services. Case Study: Local Public Transport Service (I)*

The paper is divided into two parts. In the first part, is debated the concept of "quality public service" and the importance it attaches to its public service users.

Service quality is an important aspect of performance in any organization in the public sector, which may be defined by covering all service delivery components that are important to users, such as the timeliness, accuracy, timeliness, accessibility, reliability, continuity of service.

Measuring the quality of public services aimed at reducing the difference between the expected service and users/beneficiaries. In this sense, the measurement of user satisfaction is achieved by the degree of anticipation of needs satisfaction level of demand for services, the degree of flexibility (promptly) they respond to emergency situations, the degree of efficiency in solving problems.

The second part of the paper contains an analysis of the quality of the local public transport service rendered by RATB.

**Keywords:** public service, quality, performance, efficiency, effectiveness, minimum quality standard, quality indicators, local public transport service.

- Cezar Simion-Melinte, *Quality Management in Construction III. Quality of Materials and Construction Products*

This article presents the most important aspects of quality assurance materials and construction products. The quality of materials depends heavily on the quality of the execution phase of construction projects and providing premises for their proper operation. Therefore addressing the quality of construction materials must be done in an integrating vision. Certification of quality products used in construction is performed by care manufacturer. Both materials and construction products made in Romania and imported holding European conformity mark can be placed on the market without restrictions. An essential element of ensuring quality construction products is accredited laboratories.

**Keywords:** management, quality, construction, materials, products.

- Vasile Deac, Mihai Vrîncuț, *Qualitative Techniques for Project Management IV.b. Demonstrating the Viability of Critical Chain Planning for the Romanian Construction Projects Environment*

We continue in this article our discussion on the experiment conducted by the authors two years ago, which was aimed at determining the ability to achieve results by applying the critical chain project planning in the Romanian project management environment. By

applying specific principles of design of experiments and statistical analysis we managed to demonstrate that critical chain planning can bring significant improvements in both quality and overall delivery time of project development in the Romanian project management environment.

**Keywords:** critical chain project management, theory of constraints, design of experiments, ANOVA analysis.

- Angela Tarabella, Barbara Burchi, *A Corporate Social Responsibility Multidimensional Indicator to evaluate the Effects on Financial Performance of the Chemical Industry*

The purpose of the paper is to analyse the relationship between Corporate Social Responsibility (CSR) initiatives and financial performance, i.e. the so-called business case of CSR. After a literature review of the main issues affecting empirical papers about the study of the relationship between CSR – and CSR performance – and financial results, the research was articulated into two main phases. The first was aimed at detecting all possible CSR initiatives in order to build a multidimensional indicator, according to three main dimensions of CSR. The second stage of the analysis was devoted to evaluate the relationship between the above-mentioned CSR actions and corporate financial performance. The study focused on a sample of chemical companies selected among those associated to Cefic, and with a turnover more than 1 euro billion. An econometric analysis, and, in particular, OLS regression, has been performed in order to process data. Findings show that environmental initiatives implemented by chemical companies effectively improve economic results by allowing an efficient allocation of resources and assets. However, a statistical sample of companies and an extended period of analysis could strengthen the results of this study. On the other hand, the research may have positive implications for managers and practitioners because findings support the planning of efficiently sustainability strategies.

**Keywords:** Corporate Social Responsibility, multidimensional indicator, environmental initiatives, financial performance, chemical industry, OLS regression.

- Gabriel I. Năstase, Dan C. Badea, *Processes Modeling for the Dissemination of Innovation*

Various researchers have proposed innovation in the dissemination of technological substitution models (MST), to study aspects of the temporal dependence of the release process of innovation.

**Keywords:** innovation, technology, technology transfer, innovation in the dissemination.

## **ENVIRONMENT MANAGEMENT**

- Florina Bran, Ildiko Ioan, Carmen Valentina Rădulescu, *Green becomes the Colour of the Successful Business*

Profit led businesses have not enough motivations for a long while for following up with interest the evolutions in the field of environmental protection. Although the main driver is unchanged, green became an attractive colour for companies. The rationale that support this change of perspective, the managerial tools that could be used for applying it in practice and the sector perspectives of green economy build the reasons for decisions that express environmental protection commitments. The paradigm of eco-efficiency, integrated environmental management systems, social responsibility reports and high annual growth rates are the most important milestones identified in this respect.

**Keywords:** green businesses, eco-efficiency, green economy, environmental management, transparency.