

INFO/EVENIMENT

- Romanian Society for Quality Assurance. 20 Years of Activity
- *For 20 Years, Romanian Society for Quality Assurance, a Fervent Promoter of Quality Culture in Romania* – Interview with Ph.D. Dan Grigore Stoichițoiu – President of SRAC

QUALITY MANAGEMENT

- Elena-Rodica Militaru, George Gustav Savii, Elena-Rodica Militaru, George Gustav Savii, *Risk Management: Risk Assessment Techniques applied in Automotive Industry*

The processes taking place in an organization are implying risks, with economic, social and political consequences. The organization must manage these risks by identifying, analysing, assessing and treating them. Several techniques for risk assessment have been developed. Selecting the best suited technique for a given situation can be influenced by factors such as: availability of resources, nature and levels of uncertainties in available information, and the complexity of the request. This paper presents the results of the researches in the field, to help making decisions regarding the risk assessment techniques to be applied in the most encountered situations in the automotive industry. A case study is also presented, showing the selection and implementation of the techniques for an automotive part, highlighting the Preliminary Hazard Analysis (PHA) and Failure Modes and Effects Analysis (FMEA).

Keywords: risk management, risk assessment, automotive industry, PHA, FMEA.

- Nadia Belu, Nancy Khassawneh, Abdel-Rahim Al Ali, *Implementation of Failure Mode, Effects and Criticality Analysis in the production of Automotive Parts*

In the present financial and economic context, the automotive industry faces new challenges posed by the current crisis, companies must ensure quality products delivered on time at a competitive price. One of the most recommended techniques of quality management by specific standards of the automotive industry, product development is Failure Mode, Effects and Criticality Analysis (FMECA). This method provides improved quality and product reliability by identifying solutions and corrective actions to eliminate the failure mode or to damp the adverse effects. The automotive industry it is integrated into the standards of quality through time proven effectiveness and simplicity and transparency of the procedures defining analysis. It offers the possibility to remove problems both in the design of products and in the production processes.

Keywords: failure mode and effects analysis, risk priority number, quality, reliability.

- Cezar Simion-Melinte, *Quality Management in Construction IV. Quality of Execution*

Construction work requires meeting specific conditions both before and during their execution. In the quality assurance and control of execution a number of factors are involved with specific responsibilities: the project supervisor of the beneficiary, the responsible technical execution of the construction company, designer, inspectors from the ISC and the planning departments of the Town. Among them are directly involved in quality assurance representatives only beneficiary of the designer and the client. Inspectors I.S.C. are only involved in decisive phases of construction. This system of specific duties and responsibilities shall result in the execution of construction projects quality to meet customer needs expressed or implied.

Keywords: management, quality, construction, execution.

- Vasile Deac, Mihai Vrîncuț, Oana Păun, *Qualitative Techniques for Project Management V.a. Opportunities for the Implementation of*

Critical Chain through Project Management Software Products Existing on the Romanian Market

This paper begins the analysis of the main software project management that currently exist in Romania, in order to establish to what extent these tools offer or can offer the planning possibility according to the new critical chain methodology. Project management software tools are filtered based on their degree of use at country level, and the most common are analyzed in terms of using cost, technical advantages they offer to users, and the learning curve needed at the company, so that in future article compatibility analysis to conduct their planning philosophy based on critical chain.

Keywords: critical chain project management, theory of constraints, project management software products, project planning.

- Doina Popescu, Ion Popa, Marius Iordănescu, *Managing Organizational Change and Innovation IX. Technological Innovation*

This article presents the concept of "innovation", its components and types of innovation, highlighting the complexity of the concept. This paper presents the importance of technological innovation and its adoption by enterprises which are obliged by the competition to permanently invent. The paper also highlights the need of businesses for various types of technological innovation in the conditions in which their products must meet the needs of consumers becoming more sophisticated, and more concerned with purchasing products which give them a sense of uniqueness, of distinctness, in the context of a changing economic environment. This paper presents successful brands that have applied and that apply technological innovation.

Keywords: innovation, technological innovation, competitive advantage, market risk, technological risk.

- Elena Bogan, Melinda Căndea, *Actual Trends in Marketing Policy in Tourism*

The role of marketing applied in tourism, but also to other services, is that of direct information of customers, growing confidence in the existing offer, guidance and purchasing of products, ensuring customer loyalty over time. In the contemporary society, through the phenomenon of globalization, marketing has acquired new meanings and new tools for implementation, producing new performances within the supply-demand equation.

Marketing can be considered a system, through the application of systems theory. Its role and importance has acquired other connotations, linked to the presence of subsystems represented by marketing research, product development, search for new distribution channels, differentiated promotion, attractive prices, etc. Based on these considerations, marketing applied in services, including tourism, has become more complex and dependent of the developments in the international tourism industry.

Keywords: marketing policy, marketing mix, tourism.

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

Quality of service 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, availability, reliability, continuity of service.

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

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

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

- Gabriel I. Năstase, *International Financial Institutions: World Bank and International Monetary Fund*

This paper is important to advocate for or against the World Bank and International Monetary Fund. What is important that civil society groups to become familiar enough with them to work together to structure their activities in Romania.

Keywords: World Bank, International Monetary Fund, civil society, neoliberal economic development policies, low wages, low social protection for citizens, endangering the environment.

- Ibrahim Al Ali, *Optimizing Aircraft Arrival and Departure Sequencing using Branch and Bound Algorithm (I)*

With the increasing use of the air transportation, the capacity of many major airports is being exceeded at congested periods. This causes delays for incoming or outgoing flights. The topic of the paper is the optimizing aircraft sequencing of both arrival and departure on a single runway using Branch and Bound Algorithm.

The article is structured in two parts, the first containing aircraft sequencing problem (ASP) and ASP mathematical modeling algorithm for static situation; the second part includes the implementation of the Branch and Bound Algorithm and conclusions.

Keywords: optimizing, aircraft sequencing problem, mathematical modeling, Branch and Bound algorithm.

- Gian Luca Gregori, Tonino Pencarelli, Simone Splendiani, Valerio Temperini, *Sustainable Tourism and Value Creation for the Territory: Towards a Holistic Model of Event Impact Measurement*

This work aims to establish a conceptual framework for the role played by events in processes for sustainable tourism development of tourist areas, with a view to also proposing a model for event impact analysis and evaluation. Starting from the idea that tourist destinations represent the stage where tourism products can be displayed so as to satisfy the demands of travelers seeking engaging experiences, where people can be in the spotlight and co-participate with the territorial players in the creation of value, the importance of the role played by Destination Management in managing the events is underlined. Event management requires the use of tools such as planning, organization and control in order to design, plan and put on a balanced program of events, whilst monitoring their impact on value creation for both tourists and regional stakeholders within the perspective of sustainability. This paper proposes a set of indicators useful for a holistic evaluation of the performance of events in a tri-faceted dimension, that is, economic, social and environmental.

Keywords: sustainable tourism, model of event impact measurement, analysis, evaluation, indicators.

FOOD SAFETY MANAGEMENT

- Corina Ene, *Food Traceability – Actual Coordinates at National, European and International Level*

This paper addresses the issue of food traceability, presenting a synthetic approach of the actual initiatives, targeting – in the context of the general objective of ensuring food security – by correcting and removing risk factors in the agro-food chain so that consumers be provided only with safe products, identifiable as such in any stage of their life cycle.

Drawing key elements in terms of essential regulations in this field at international, European and national level, the article presents the current coordinates of concerns about traceability in the food chain, highlighting the particular relevance of the domain in the context of the recent challenges in the area of food safety.

Keywords: traceability, legal requirements, traceability system, traceability information, food safety.

- Gaetano Chinnici, Biagio Pecorino, Marcella Rizzo, Placido Rapisarda, *Evaluation of the Performances of Wine Producers in Sicily*

Sicily, with over 127 thousand hectares of cultivated land and a wine production of about 5 million hectolitres, is one of the leaders in the Italian wine industry. The international economical crisis has also affected Sicily, limiting the performances of regional wine producers.

The purpose of this article is to analyze the performances of the wine industry in Sicily through an economic-managerial analysis of the financial statements (2008-2009) of the companies. In particular, through an analysis of the balance sheet ratios, the aim is to verify the different operative aspects capable of influencing both the performances and the efficiency of the segment.

Keywords: wine, industry, economic-managerial analysis.

- Alessandro Bonadonna, Paolo Aceto, Giovanni Peira, Erica Varese, *Hypothesis for Relaunch of the Pig Farming Sector in Piedmont: Medium/Heavy Pigmeat as the Raw Material in the Production of Cooked Ham*

The "Mediterranean approach" to quality has enabled the development of greater awareness with regards to products and territories and, as a consequence, has led to the creation of various systems for enhancing some aspects of food and agriculture production, such as geographical indications. One of the privileged characteristics of this approach is provenance, especially if the product is local, which is synonymous with high quality, freshness, safety and sustainability. Several studies show that consumers are particularly sensitive to these aspects that are also of absolute economic importance for production processes involving single products and/or segments, as in the case of the Italian swine supply chain. Italian swine production is based mainly on the breeding of heavy pigs (around kg 160) to be transformed into high-quality charcuterie products and hams, supplying the geographical indication products sector. This strong link with typical local products enabled an increase in breeding without fears from foreign competition, which was excluded from production codes. The recent issues (falling in the numbers of slaughtered pigs and pork legs certified for PDO production, falling in consumption of these products and the imbalance in distribution in the value chain) have opened the debate on the need to diversify primary pork production. This study analysed the hypothesis of medium/heavy pig introduction in the swine sector and assessed the degree to which this pig would be appreciated by operators in various sectors of production (cooked ham, speck, fresh meat).

Keywords: cooked ham, medium/heavy pig, Italian swine sector, high-quality charcuterie products, Mediterranean approach.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Mădălina-Silvia Ignatov, *Software Technology helping OH&S Auditors. OH&S AUDIT Version 1.0*

Design and use of software products in all scientific fields, but also in consulting and technical expertise as appropriate software proposed in this paper (AUDIT SSM version 1.0), involves gathering information and using all available resources in real time (base domestic law and international data, monitoring data from health workers and determining pollutant present in the working environment) without overloading the auditor. The need to develop a computer model that allows the automation of the auditing process comply with the occupational health and safety's legislation, but to able to adept the audit questionnaires features of audited organization's particularities is obvious. AUDIT SSM version 1.0 is a program with site-specific adaptability, used in scope to reduce the auditors' work with 60%.

Keywords: audit compliance with health and safety legislation, audit questionnaire, legislative database.