

INFO/EVENT

- *New ISO/IEC 27001:2013 to Better Tackle IT Security Risks*
- *„Transforming Business, Transforming People. The Art and Science to Build High-Performance Organizations in Global Environment”, 6th International ASEBUSS Conference*

QUALITY MANAGEMENT

- *Camelia Cojocaru, Silviu Cojocaru, Operations Management. Actions regarding Quality within Companies in Romania*

Modern organizations acknowledge the fact that their survival and development largely depend on proficient management, which integrates innovation, quality and modern technology performances. This series of articles targets operations management and quality perception and level of understanding and appliance within Romanian companies in several areas of activity. The articles see the analysis of quality management and operations management impact as a source of competitive advantage. They will explore the way companies in Romania approach the field of operational excellence by adopting quality standards and showing constant and consistent care for that.

The art of leading a quality organization stands as a large scale and very complex activity, where each business segment should use all the tools it has in order to improve the daily routine of the business. The new emerging technologies, as well as the globalization process and the economic crisis stand as important engines for changes within companies and organizations. This means companies and organizations need to continuously adapt and improve business and operational models, sometimes gradually, but sometimes abruptly.

The main research theme here is: which management tools the companies in Romania use in order to improve their processes and increase their innovation capacity related to the operational performance of the organization?

Keywords: operations management, quality management, processes, operational excellence, innovation.

- *Cezar Simion-Melinte, Quality Management in Construction VI. Quality of Exploitation*

Quality problems occurring in the operational phase of construction is consent of several factors: omissions and mistakes in design or execution, physical and moral wear, while the construction interventions. The wearing of the building is determined by the physical length of life of the materials and the elements of which it is made. Obsolescence occurs due to the fact that the buildings which came into operation period long ago may occur need installation, location of equipment, processes, new activities, leading in many cases to a situation where the construction to become an impediment to the introduction of technical progress or improvement of living conditions taking into account the progress of society. Interventions and actions for the construction works are undertaken on them throughout their existence to prevent and repair damage caused degradation to maintain the respective construction requirements or to initially set for their improvement.

Keywords: management, quality, construction, exploitation.

- *Vasile Deac, Mihai Vrîncuț, Qualitative Techniques for Project Management V.b. Study on the Compatibility of MS Project with the Critical Chain Philosophy (II)*

This article continues the analysis of the MS Project software tool and its compatibility with the critical chain philosophy. We focus in this paper on the options that the software offers to identify over allocated resources, which Goldratt called "constraints"; we also emphasize some important limitations MS Project has at this chapter, referring to the so-called "steel crisis" of 2008.

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

- Cosmin Octavian Dobrin, Ana-Maria Stănciuc, Beniamin Viorel Brânzaș, *Integrating Total Quality Management in Public Administration in Romania. Concepts, Characteristics and Specific Models*

The aim of this paper is to propose a foray into the public administration system in Romania, in order to identify the elements of total quality management applied by public managers. Full understanding of the operation of quality management systems in the public sector requires prior knowledge of the interactions between both central and local public management institutions. Furthermore, it is necessary to know the latest developments of the Romanian public administration system. In addition, we plan to introduce three quality models applicable to the public sector.

Keywords: total quality management, public sector, quality models.

- Gheorghe Cârstea, Oana Păun, *Management of Procurement and Material Resources – A Guarantee for Quality I. Process-based Approach of the Management of Procurement and Material Resources*

This article begins analyzing how the management of procurement and material resources, as part of the overall management system of the organization contributes to continuous improvement of its performance in order to increase customer satisfaction. This is possible through a process-based approach to the management of procurement and material resources by applying techniques of teamwork and tracking targets. All these issues require an integrated management approach. The spearheads in ensuring increased performance in the procurement and material resources management are Total Quality Management (TQM), supplying on Just-in-Time (JIT) principles, electronic data interchange (EDI), Statistical Process Control, Lean Management, and Six Sigma. The following article will continue to analyze how compliance with the requirements of purchased product can be achieved through procurement management and management of material resources.

Keywords: management of procurement and material resources, quality, process management, quality assurance.

- Leonardo Voinescu, *Risk Management of Healthcare Organizations*

Risk management is a set of „coordinated activities to direct and control an organization regarding to risk”. The paper approaches the implementation of risk management, with its peculiarities, in the organizations providing health services and does a brief assessment of the risk factors and the ways to reduce the occurrence probability of specific risks to the medical field.

Keywords: risk management, health services, malpractice, risk assessment.

- Reza Baradaran Kazemzadeh, Mohammad Mehdi Sepehri, Farzad Firouzi Jahantigh, *Evaluation of Health Care Service Quality in an Iranian Hospital*

Today, the quality of perceived products and services is a competitive factor from the customers' viewpoint. Recognizing customers' perceptions and expectations is the first step in quality improvement. Accordingly, the current study is an attempt to measure service quality based upon the patients' perceptions and expectations. It aims to determine the problem of primary health services provided in the health centers using service recipients' perceptions and expectations. In this study, we observed a negative gap in all quality dimensions. Overall quality gap was -0.63 and the highest level of quality gap was in the reliability (-0.78) and the lowest level of quality gap was in the empathy (-0.25). There was no significant relationship between the patients' age and education, and quality gap ($p > 0.05$). The most critical issues facing hospital were their own physicians and hospital staffs' the reliability dimension was rated as the most important service, provide high quality service and get patients' trust and confidence and their sufficient humility and professional expertise. The results showed that there was a gap between the current situation and the desired state of healthcare quality, which could be reduced with proper planning, management and training. Physicians are suggested to fully explain the disease conditions to patients. Health care workers have to

consider ethical codes and they should be equipped with the latest knowledge.

Keywords: gap analysis, SERVQUAL, quality assessment, customer service quality, hospital, evaluation.

ENVIRONMENTAL MANAGEMENT

- Flavio Boccia, Sara Ianuario, Virginia Sarno, *The Italian Environmental Performance: The Role of Ecosystem Vitality*

The need to accurately assess the environmental policy of each country and to compare the data has intensified efforts of researchers and experts to build appropriate environmental indicators. The 2012 Environmental Performance Index (EPI) tracks national environmental results on a quantitative basis. It is grounded in two core objectives of environmental policy: Environmental Health, which measures environmental stresses to human health, and Ecosystem Vitality, which measures ecosystem health and natural resource. In this context, the present paper explores indicators affecting Ecosystem Vitality in Italy and provides potentially useful assistance for the implementation of new environmental policies. Results of multivariate analysis on a data matrix of 232 countries identifies different profiles of countries, through the use of Cluster Analysis. Main results show the need to focus future policies mainly on climate change and energy.

Keywords: environment, ecosystem, cluster analysis.

FOOD SAFETY MANAGEMENT

- Salvatore Tudisca, Anna Maria Di Trapani, Filippo Sgroi, Riccardo Testa, *Marketing Strategies for Mediterranean Wineries Competitiveness. The Case of Pantelleria*

Pantelleria is the largest of the Sicilian satellite islands. Its economy, after tourism, is based on farming. The main crop is the "Zibibbo" grape, from which it is obtained "Passito" and "Moscato di Pantelleria", both sweet fortified wines. The aim of this study was to analyze the possible marketing strategies in order to boost the competitiveness of the Pantellian wine sector that produce a controlled designation of origin product. Besides, through an appropriate survey, we studied the organizational models of Pantellian wineries. In addition, through SWOT analysis, we spelled out the main factors of specificity of Pantellian wine chain to promote appropriate individual and collective company marketing strategies. The study, therefore, aims to highlight what may be the company strategies to acquire a competitive advantage, which is defensible in the new economic environments due to globalization of markets.

Keywords: wine chain, controlled designation of origin, marketing strategies, local development.

- Giuseppe Di Vita, Claudio Bellia, Gioacchino Pappalardo, Mario D'Amico, *The Role of Innovation and Organization in Small Size Wineries: The Case of Malvasia delle Lipari PDO Wine*

Given the current lack of studies concerning the innovation and organization of PDO sweet wines we examined the degree of organization of the wineries producers of a Sicilian wine sweet: Malvasia delle Lipari. This paper aims at analyzing organizational and market aspects of this wine and at suggesting adequate market policies in order to increase the competitive potential of the Aeolian wineries. Study was focused on of the universe of wineries involved in production and bottling the Malvasia delle Lipari PDO. We analyzed marketing and distribution channel of wineries of Aeolian PDO area and highlighted a very high market potential of Malvasia PDO wine, but the small physical and economic size of these farms prevents them to undertake a renewal process in order to ensure adequate levels of competitiveness. Results also show a lack of collective marketing strategies and a low organizational level of producers, first of all in terms of trade and distribution. Study concludes that market of sweet and niche wines require an adequate support of public communication policies to get a sufficient visibility in foreign markets and increase their reputation.

Keywords: sweet wines, innovation, Malvasia delle Lipari, winery organization, small size wineries.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Bujor Băbuț, Roland Iosif Moraru, *Critical Analysis and Ways to improve the I.N.C.D.P.M. Bucharest Risk Assessment Method for Occupational Accidents and Diseases*

Although the assessment of risks to the safety and health of workers has become a legal compulsory requirement only in 2006, I.N.C.D.P.M. Bucharest method is an instrument whose scope has been confirmed since its inception, successfully supporting the approach of prevention of accidents at work and occupational diseases. This method has been approved by the Ministry of labor and social security in the year 1993, re-approved in 1996, published in 1998 and was republished in 2002 and applied on a large scale. However, in practice, it has been noted that the ranking of jobs depending on the value of the global level of risk does not always correspond with human perception regarding the harmfulness. Thus, a job less exposed to risks can have a higher global risk level than another job which is really more exposed to risks. Even if one can invoke the argument that this perception is based on "common sense" and is therefore potentially subjective, it must not be neglected that it corresponds generally to the objective reality, except in circumstances in which there have been glaring errors in estimation. At the present time, there are quite a number of cases where persons who carried out the risk assessment and management process are put in a position to explain and resolve situations of the paradoxical afore-mentioned kind, given that a tool enabling analysis and correction does not exist for now. In this perspective, based on the critical analysis of the method developed by I.N.C.D.P.M., this article aims to identify the causes that lead to abnormalities of the type referred above and to establish ways to improve the method, so that these faults to be corrected.

Keywords: work accident, occupational disease, risk assessment method.