

# Going for Gold

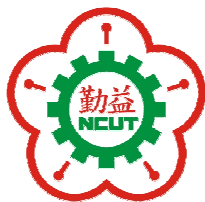
## Proceedings of the 12<sup>th</sup> International Conference on ISO 9000 & TQM **12-ICIT**

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9-11 Apr 2007 at the National Chin-Yi University of  
Technology, Taiwan, RoC.



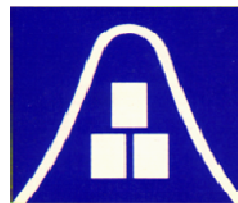
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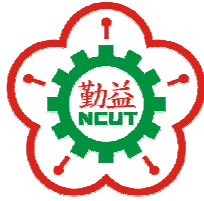
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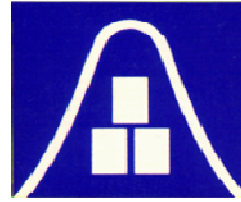
**ISBN 962-86107-9-1-12**  
HK Book Registration Office  
Cataloguing in Publication Data.  
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# 12-ICIT

## 12<sup>th</sup> International Conference on ISO 9000 and TQM

9-11 April 2007 at National Chin-Yi University of Technology, RoC

### PREFACE

Welcome to the 12<sup>th</sup> International Conference on ISO 9000 and TQM organised by the NCUT & CSQ in Taiwan, RoC and APBEST Academy & HSSC in the HKSAR. The history of the ICIT is summarized in the following table:

ICIT	Host (around April every year since 1996)	Hosting Country	Theme	Papers	Delegates	Countries
1	Leicester Business School, De Montfort Uni.	England, UK	Inaugural	45	80	10
2	Luton Business School, Luton University	England, UK	Business Excellence	75	100	12
3	School of Business, HK Baptist University	HKSAR, China	ISO 9000 & TQM	104	160	18
4	School of Business, HK Baptist University	HKSAR, China	TQM & Innovation	130	180	20
5	Productivity Quality Research Centre, NUS	Singapore	Action 2000: Imperatives for Change	119	160	26
6	Paisley Business School, Uni. of Paisley	Scotland, UK	Integrated Management	95	150	21
7	Centre for Mangt. Quality Research, RMIT	Australia	Change Management	160	250	29
8	National Quality Institute, Montreal	Canada	Business Excellence	84	150	24
9	Foundation for TQM Promotion	Thailand	TQM Best Practices	80	280	20
10	Shanghai Academy of Quality Management	Shanghai, China	TQM & 6-sigma for Competitiveness	140	300	26
11	APBEST Academy & Hang Seng School of Commerce	HKSAR	TQM & Corporate Governance	85	150	22
12	NCUT & CSQ in Taiwan and APBEST Academy & HSSC in HKSAR	RoC	Going for Gold	68	120	17

In the past, around 30% of the papers have been published in refereed journals as a result. Riding on this success, the **12-ICIT** uses "**Going for Gold**" as a theme for the further development of ISO 9000 and TQM into the new economy.

**ISO 9000** series sets out the methods that can be implemented in an organization to assure that the customers' requirements are fully met. Moreover, the organization's requirements will be met both internally and externally and at an optimum cost. This is the result of efficient organization of the resources available, including material, people and technology. By now, over 2,000,000 ISO 9000 certifications have been achieved world-wide – a significant increase from the end 1992 figure of 28,000. Because of the significance of the ISO 9000 standard, and its relationship to TQM, **the first objective of this Conference is to consider the impact of ISO 9000 implementation on TQM.**

**TQM** provides the overall concept that fosters continuous improvement in an organization. The TQM philosophy stresses a systematic, integrated, consistent, organization-wide perspective involving everyone and everything. It focuses primarily on total satisfaction for both the internal and external customers within a management environment that seeks continuous improvement of all systems and processes. TQM has been considered by many organizations as the way to survive and succeed. **The second objective of the 12-ICIT is therefore to provide a forum for the identification of the contemporary development in the theories and practices of TQM, and for the sharing of experience.**

The Conference gives us the opportunity to benefit at first hand from the expertise and experience of eminent speakers who are senior executives of many leading edge organizations and distinguished academics contributing to the research and development of ISO 9000 and TQM. The 12-ICIT is represented by delegates from 17 territories. The statistics of the number of papers presented is shown in the following table.

Country	No. of Papers	Country	No. of Papers
Taiwan - RoC	28	Spain	2
HKSAR	6	South Africa	2
Australia	5	Canada	1
USA	4	Finland	1
Thailand	4	Greece	1
Malaysia	3	Italy	1
China – Mainland	2	New Zealand	1
Japan	2	Singapore	1
UK	2		
		<b>TOTAL:</b>	<b>17 territories ..... 68</b>

The 68 papers of the 12-ICIT have been organized according to different areas of activities in the development of ISO 9000 and TQM. They are:

1. TQM and Quality Award (7)
2. Quality Standards, ISO 9000, etc. (10)
3. 5-S, 6-Sigma & Knowledge Mgt. (8)
4. Quality Tools & Techniques (10)
5. Kaizen & Organizational Development (10)
6. Best Practices in Service Industry (7)
7. Best Practices in Education & Public (10)

( ) figures are number of papers

We are privileged to have the following 23 prominent keynote speakers presenting their expertise opinions on specific issues of ISO 9000 and TQM:

<b>Australia</b>	✧ Prof. Alan Brown ( <i>Head, School of Management, Faculty of Business and Public Management, Edith Cowan University</i> )
	✧ Prof. John Dalrymple ( <i>Computing Devices Professor &amp; Director, Centre for Management Quality Research, RMIT Uni.</i> )
<b>Canada</b>	✧ Prof. Stanislav Karapetrovic ( <i>Dept. of Mechanical Engg., University of Alberta in Edmonton</i> )
<b>China</b>	✧ Prof. Neng-Quan Wu ( <i>Director of Enterprise Management Research Centre, Zhong Shan University, Guangzhou, China</i> )
<b>Hong Kong SAR</b>	✧ Mr. Jason Chu ( <i>Founder &amp; Chairman, Asia Pacific Customer Service Consortium</i> )
	✧ Prof. Sam Ho ( <i>Dean, Hang Seng School of Commerce and Founder Chair, ICIT, APBEST Academy &amp; HK 5-S Association</i> )
<b>Japan</b>	✧ Prof. Yoji Akao ( <i>Founder of QFD, Graduate School of Business Admin., Asahi University &amp; Deming Prize Winner</i> )
	✧ Mr. Masaaki Iman ( <i>Founder &amp; Chairman, Kaizen Institute</i> )
<b>Malaysia</b>	✧ Dr. Mohd Azman Idris ( <i>General Manager, Quality Services and SMEs Development Department, SIRIM, Malaysian Government</i> )
<b>S. Africa</b>	✧ Dr. Alastair Walker ( <i>CEO, Software Process Improvement Lab., Johannesburg</i> )
<b>Spain</b>	✧ Dr. Palmira López-Fresno ( <i>STIGA &amp; Spanish Association for Quality AEC</i> )
<b>Taiwan, RoC</b>	✧ Prof. Ching-Chow Yang ( <i>Associate Prof., Department of Industrial Engineering, Chung-Yuan Christian University</i> )
	✧ Dr. Chia-pao Chang ( <i>Chairman, Dept. of IE, National Chin-Yi Uni. of Tech.</i> )
<b>Thailand</b>	✧ Prof. Prasert Suttiprasit, ( <i>Professor, STOU School of Engineering Program</i> )
<b>USA</b>	✧ Prof. Douglas Hensler ( <i>W. Edwards Deming Professor, Uni. of Colorado</i> )
	✧ Prof. Satya Chattopadhyay ( <i>Prof. of Marketing, Kanya School of Management, U. of Scranton</i> )

We would also like to thank the Technical Committee members who have helped us so readily to review the abstracts and/or edit some of the papers. We are indebted to the (managing) editors of the 16 supporting journals who come to this conference because they trust there are good quality papers for their journal publications. Last but not the least, we would also like to thank all our presenters and delegates contributing to the successful experience of the 12-ICIT. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience at the Splendor Hotel and NCUT in Tai-Chung!



**Sam Ho,**  
Chair, 12-ICIT (on behalf of the Organising Committee)



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