

Innovation for Competitiveness

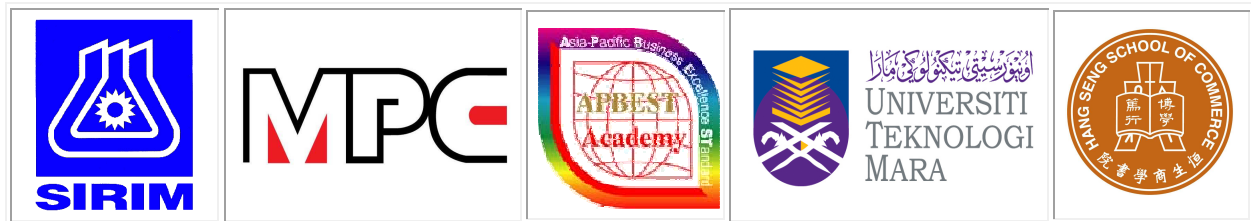
Proceedings of the

13th International Conference on
ISO 9000 & TQM **13-ICIT**

www.hk5sa.com/icit

24-26 Mar 2008 at **Subang Sheraton Hotel, Malaysia**

Organisers :



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Sponsored by:



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Asian Productivity Organization

ISBN 962-86107-9-1-13

HK Book Registration Office
Cataloguing in Publication Data.
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13-ICIT is Co-hosted by:



SIRIM Berhad, Malaysia
www.sirim.my



Malaysia Productivity Corporation
www.mpc.gov.my



University Technology Mara, Malaysia
www.uitm.edu.my



(Asia-Pacific Business Excellence Standard)
APBEST Academy – HKSAR
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13-ICIT is supported by:

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- ✧ *International Quality Function Deployment Association, Japan*
- ✧ *Kania School of Management, University of Scranton, USA*
- ✧ *MCB University Press (Quality Management Journals), UK*
- ✧ *Productivity & Quality Institute, Arab Academy for Science & Technology, Egypt*
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13-ICIT

13th International Conference on ISO 9000 and TQM

24-26 March 2008 at the Subang Sheraton Hotel, Malaysia

PREFACE

Welcome to the 13th International Conference on ISO 9000 and TQM organised by the **SIRIM, MPC, UiTM** in Malaysia and **APBEST Academy** in the HKSAR. The history of the ICIT is summarized in the following table:

ICIT	Year	Host (on Easter Mon.-Wed. every year since 1996)	Hosting Country	Theme	Papers	Delegates	Countries
1	1996	Leicester Business School, De Montfort Uni.	England, UK	Inaugural	45	80	10
2	1997	Luton Business School, Luton University	England, UK	Business Excellence	75	100	12
3	1998	School of Business, HK Baptist University	HKSAR, China	ISO 9000 & TQM	104	160	18
4	1999	School of Business, HK Baptist University	HKSAR, China	TQM & Innovation	130	180	20
5	2000	Productivity Quality Research Centre, NUS	Singapore	Action 2000: Imperatives for Change	119	160	26
6	2001	Paisley Business School, Uni. of Paisley	Scotland, UK	Integrated Management	95	150	21
7	2002	Centre for Mangt. Quality Research, RMIT	Australia	Change Management	160	250	29
8	2003	National Quality Institute, Montreal	Canada	Business Excellence	84	150	24
9	2004	Foundation for TQM Promotion	Thailand	TQM Best Practices	80	280	20
10	2005	Shanghai Academy of Quality Management	Shanghai, China	TQM & 6-sigma for Competitiveness	140	300	26
11	2006	APBEST Academy & Hang Seng School of Commerce	HKSAR	TQM & Corporate Governance	85	150	22
12	2007	NCUT & CSQ in Taiwan and APBEST Academy in HKSAR	RoC	Going for Gold	68	120	17
13	2008	SIRIM, NPC, UiTM in Malaysia & APBEST Academy in HKSAR	Malaysia	Innovation for Competitiveness	77	200	25

In the past, around 30% of the papers have been published in refereed journals as a result. Riding on this success, the 13-ICIT uses "**Innovation for Competitiveness**" 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 13-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 13-ICIT is represented by delegates from **25 territories**. The statistics of the number of papers presented is shown in the following table.

Country	No. of Papers	Country	No. of Papers
Malaysia	20	Canada	1
China – HKSAR	9	China – Mainland	1
Australia	7	Egypt	1
UK	6	Finland	1
RoC – Taiwan	4	Germany	1
USA	4	Greece	1
Spain	3	Ireland	1
Denmark	2	Kazakhstan	1
Iran	2	Mexico	1
Japan	2	New Zealand	1
Singapore	2	Sweden	1
South Africa	2	Thailand	1
UAE	2	TOTAL: from 25 territories	77

The 77 papers of the 13-ICIT have been organized according to different areas of activities in the development of ISO 9000 and TQM. They are:

1. TQM for Innovation & Competitiveness (8)
 2. ISO 9000 & Corporate Social Responsibility (8)
 3. Other Quality Management Systems & 6-Sigma (9)
 4. 5-S, Lean Mgt., QFD, and QC Tools (8)
 5. Leadership and Organizational Development (9)
 6. Self-Assessment and Quality Awards (9)
 7. Best Practices in Manufacturing & Construction (7)
 8. Best Practices in Services (7)
 9. Best Practices in Education, Public & Health (6)
- T:** Tutorial Sessions (6)

() figures are number of papers

We are privileged to have the following **14** prominent keynote speakers presenting their expertise opinions on specific issues of ISO 9000 and TQM:

<i>Australia</i>	✧	Prof. Alan Brown (<i>Head, School of Management, Faculty of Business and Public Management, Edith Cowan University</i>)
<i>Canada</i>	✧	Prof. Stanislav Karapetrovic (<i>Dept. of Mechanical Engg., University of Alberta in Edmonton</i>)
<i>Hong Kong SAR</i>	✧ ✧	Mr. Jason Chu (<i>Founder & Chairman, Asia Pacific Customer Service Consortium</i>) Prof. Sam Ho (<i>Dean, Hang Seng School of Commerce and Founder Chair, ICIT, APBEST Academy & HK 5-S Association</i>)
<i>Japan</i>	✧	Prof. Yoji Akao (<i>Founder of QFD, Graduate School of Business Admin., Yagamata University & Deming Prize Winner</i>)
<i>Malaysia</i>	✧	Dr. Mohd Azman Idris (<i>Senior General Manager, Quality Services and SMEs Development Department, SIRIM, Malaysian Government</i>)
<i>S. Africa</i>	✧	Dr. Alastair Walker (<i>CEO, Software Process Improvement Lab., Johannesburg</i>)
<i>Spain</i>	✧	Dr. Palmira López-Fresno (<i>Spanish Association for Quality AEC</i>)
<i>Taiwan, RoC</i>	✧ ✧	Prof. Ching-Chow Yang (<i>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>)
<i>Thailand</i>	✧	Prof. Prasert Suttiprasit, (<i>Professor, STOU School of Engineering Program</i>)
<i>UK</i>	✧	Prof. Ray Loveridge , (<i>Research Fellow, Saïd Business School, Oxford University</i>)
<i>USA</i>	✧ ✧	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>)

This year, we are particularly honoured to have the sponsorship from the **Asian Productivity Organization (APO)**, through the co-ordinated efforts of the Malaysia Productivity Corporation (**MPC**). The four sponsored Distinguished Keynote Speakers are shown in bold in the table above.

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 13-ICIT. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience at the Subang Sheraton Hotel in the beautiful tropical country of Malaysia!



Sam Ho,
Chair, 13-ICIT (on behalf of the Organising Committee)

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SIRIM: Ir. Hj. Yahaya Ahmad (*President and Chief Executive, SIRIM Berhad*)
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UiTM: Prof. Dr. Rahmat Mohamad (*Deputy Vice Chancellor, UiTM*)
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APBEST: Prof Sam Ho, 13-ICIT Co-chair (*Founder Chair, APBEST Academy & ICIT*)

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