Sustainable Development through Innovation

Proceedings of the
15th International Conference on ISO & TQM 15-ICIT

26-28 Jul 2011 at UNITEN Convention Centre, Kajang, Malaysia www.hk5sa.com/icit

Organisers:

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Edited by:
Prof. Samuel K.M. HO
PhD. FIQA, Lead Auditor (S-S & ISO 9000), EQA Assessor,
Oshikawa Research Fellow, Asian Productivity Organization (86-87),
Quality Expert, Asian Development Bank - SIRIM (93-94),
Guest Speaker, Oxford U. & Ex-Research Fellow, Cambridge U., UK,
Visiting Prof. in TQM, Coventry, Paisley (UK), RMIT (Aust.), Vaxjo (Sweden) U.,
Distinguished Prof. in Business Excellence, Zhong Shan U., China,
Founder Chair, APBEST Academy, HK S-S Association & ICIT

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- Dept. of Industrial Engineering, Chung-Yuan Christian University, RoC
- Dept. of Mechanical Engineering, University of Alberta in Edmonton, Canada
- European Centre for TQM, University of Bradford, UK
- Faculty of Business & Enterprise, Swinburne University,
- Graduate School, Yamagata University
- Hong Kong 5-S Association, HKSAR
- International Council for Quality Function Deployment, Japan
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- Management +, Canada
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- Dr. Za’faran Hassan, Director of IMPAK, UiTM
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Welcome to the 15th International Conference on ISO 9000 and TQM organised by the UNITEN, SIRIM, MPC, UiTM, CIOB(M) in Malaysia and APBEST Academy (AA) in the HKSAR. The history of the ICIT is summarized in the following table:

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<th>ICIT</th>
<th>Year</th>
<th>Host (on Easter Mon.-Wed. every year since 1996)</th>
<th>Hosting Country</th>
<th>Theme</th>
<th>Papers</th>
<th>Delegates</th>
<th>Countries</th>
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<td>School of Business, HK Baptist University</td>
<td>HKSAR, China</td>
<td>ISO 9000 &amp; TQM</td>
<td>104</td>
<td>160</td>
<td>18</td>
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<td>4</td>
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<td>School of Business, HK Baptist University</td>
<td>HKSAR, China</td>
<td>TQM &amp; Innovation</td>
<td>130</td>
<td>180</td>
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<td>5</td>
<td>2000</td>
<td>Productivity Quality Research Centre, NUS</td>
<td>Singapore</td>
<td>Action 2000: Imperatives for Change</td>
<td>119</td>
<td>160</td>
<td>26</td>
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<td>2001</td>
<td>Paisley Business School, Uni. of Paisley</td>
<td>Scotland, UK</td>
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<td>95</td>
<td>150</td>
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<td>7</td>
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<td>Centre for Mangt. Quality Research, RMIT</td>
<td>Australia</td>
<td>Change Management</td>
<td>160</td>
<td>250</td>
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<td>8</td>
<td>2003</td>
<td>National Quality Institute, Montreal</td>
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<td>Business Excellence</td>
<td>84</td>
<td>150</td>
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<td>9</td>
<td>2004</td>
<td>Foundation for TQM Promotion</td>
<td>Thailand</td>
<td>TQM Best Practices</td>
<td>80</td>
<td>280</td>
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<td>2005</td>
<td>Shanghai Academy of Quality Management</td>
<td>Shanghai, China</td>
<td>TQM &amp; 6-sigma for Competitiveness</td>
<td>140</td>
<td>300</td>
<td>26</td>
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<td>2006</td>
<td>AA &amp; Hang Seng School of Commerce</td>
<td>HKSAR</td>
<td>TQM &amp; Corporate Governance</td>
<td>85</td>
<td>150</td>
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<td>12</td>
<td>2007</td>
<td>AA and NCUT &amp; CSQ in Taiwan</td>
<td>RoC</td>
<td>Going for Gold</td>
<td>68</td>
<td>120</td>
<td>17</td>
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<td>13</td>
<td>2008</td>
<td>AA and SIRIM, MPC &amp; UiTM, Malaysia</td>
<td>Malaysia</td>
<td>Innovation for Competitiveness</td>
<td>77</td>
<td>220</td>
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<td>14</td>
<td>2010</td>
<td>AA and University of Scranton, USA</td>
<td>USA</td>
<td>Lean Management</td>
<td>55</td>
<td>80</td>
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<tr>
<td>15</td>
<td>2011</td>
<td>AA and UNITEN, SIRIM, MPC, UiTM, CIOB(M) in Malaysia</td>
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<td>Sustainable Development through Innovation</td>
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In the past, around 20% of the papers have been published in refereed journals as a result. Riding on this success, the 15-ICIT uses "Sustainable Development through Innovation" as a theme for the further development of ISO and TQM into the new economy.

International Standards Organisation (ISO) 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. The most
important standard in the ISO Series is obviously ISO 9000. Over the past fourteen ICIT’s the focuses were on ISO 9000. However, with the advancement of mankind, there is a pressing need for other equally important standards for organizations to develop and compete. Such examples include, but not limited to:-

- ISO 9000 - Quality Management Systems
- ISO 14000 - Environmental Management System
- ISO 14064 - Green House Gases
- ISO 14067 - Carbon Footprint for Products
- ISO 15765 - Carbon Emission for Road Vehicles
- ISO 16949 - Quality Management Systems for the Car Industry
- ISO 22000 - Food Safety Management System
- ISO 50000 - Energy Management System

As a result, during the closing meeting of the 14-ICIT in April 2010 at the Scranton University, USA, the Organising Committee decided to rename the word ‘I’ to represent ‘ISO’, instead of ‘ISO 9000’.

Because of the significance of the ISO Series of standards, and its close relationship to TQM, the first objective of this Conference is to consider the impact of ISO 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 15-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 and TQM. The 15-ICIT is represented by delegates from 21 territories. The statistics of the number of papers presented is shown in the following table.

<table>
<thead>
<tr>
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<tbody>
<tr>
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<tr>
<td>China – HKSAR</td>
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<td>Australia</td>
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<td>New Zealand</td>
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<td>Iran</td>
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<td>Indonesia</td>
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<td>USA</td>
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<td>Canada</td>
<td>2</td>
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<tr>
<td>China – Mainland</td>
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<tr>
<td>Greece</td>
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<tr>
<th>Country</th>
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<tr>
<td>Spain</td>
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<td>UAE</td>
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<tr>
<td>Finland</td>
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<tr>
<td>India</td>
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<td>Iraq</td>
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<td>Japan</td>
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<td>Mexico</td>
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<td>Nigeria</td>
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<td>RoC – Taiwan</td>
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<tr>
<td>South Africa</td>
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TOTAL: from 21 territories ..... 98
The 98 papers of the 15-ICIT have been organized according to different areas of activities in the development of ISO and TQM. They are:

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<th>Topic</th>
<th>No. of Papers</th>
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<td>TQM &amp; Sustainable Development (SD)</td>
<td>11</td>
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<tr>
<td>2</td>
<td>Enterprise Innovation for SD</td>
<td>10</td>
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<td>3</td>
<td>ISO 9000 / 14001 / 50001, OH18001, etc.</td>
<td>6</td>
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<tr>
<td>4</td>
<td>Green &amp; Energy Management</td>
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<td>5</td>
<td>5-S, 6-σ, BPR, QFD and other Quality Tools</td>
<td>12</td>
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<td>SCM, Lean 5-S, Lean 6-σ and other SD Tools</td>
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<td>Best Practices and Quality Awards</td>
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<td>Best Practices &amp; SD in Construction</td>
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<td>Best Practices &amp; SD in Education</td>
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<td>10</td>
<td>Best Practices &amp; SD in Services &amp; Public Sector</td>
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<tr>
<td>T</td>
<td>Tutorial on Specific Areas of TQM</td>
<td>6</td>
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<td><strong>Total</strong></td>
<td><strong>98</strong></td>
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</table>

We are privileged to have the following 19 prominent keynote speakers presenting their expertise opinions on specific issues of ISO and TQM:

- **Australia**
  - Prof. Alan Brown *(Head, School of Management, Edith Cowan University)*
  - Prof. Mike Donnelly *(Dean, Faculty of Business & Enterprise, Swinburne University)*

- **Canada**
  - Prof. Stanislav Karapetrovic *(Dept. of Mech. Engg., U. of Alberta in Edmonton)*
  - Mr. George Laszlo *(Partner, Management +)*

- **Finland**
  - Prof. Taina Savolainen *(Dept. of Business, U. of Eastern Finland)*

- **Greece**
  - Dr. Katerina Gotzamani *(Assistant Professor, Dept. of Business Admin., U. of Macedonia)*

- **Hong Kong**
  - Prof. Sam Ho *(Founder Chair, ICIT, APBEST Academy & HK 5-S Association)*

- **Japan**
  - Prof. Yoji Akao *(Founder of QFD & Deming Prize Winner)*
  - Y. Bhg. Dato’ Seri Prof. Mashkuri bin Yaacob *(VC, UNITEN)*
  - Prof. Jamil Hamali *(Rector, UiTM-Sarawak)*
  - Mr. Mohd Razali Hussain *(Director General, MPC)*
  - Dr. Mohd Azman Idris *(Senior General Manager, QEMC, SIRIM)*
  - Mr. Mohd Razali Hussain *(Director General, MPC)*
  - Mr. Azim Ng Abdullah *(VP - Standard & Quality, SIRIM)*
  - Prof. Sam Ho *(Founder Chair, ICIT, APBEST Academy & HK 5-S Association)*

- **S. Africa**
  - Dr. Alastair Walker *(CEO, Software Process Improvement Lab., Johannesburg)*

- **Spain**
  - Dr. Palmira López-Fresno *(Spanish Association for Quality AEC)*

- **Taiwan,RoC**
  - Dr. Chia-pao Chang *(Chairman, Dept. of IE, National Chin-Yi Uni., of Tech.)*

- **UK**
  - Dr. Alex Douglas *(Reader, Liverpool Business School, Liverpool John Moore University)*

- **USA**
  - Prof. Douglas Hensler *(Dean, W. Frank Barton School of Business, Wichita State University)*
  - Prof. Satya Chattopadhyay *(Prof. of Marketing, Kanya School of Management, U. of Scranton)*

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 editors of the 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 15-ICIT. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience at the UNITEN Convention Centre in the beautiful tropical country of Malaysia!

Sam HO,
Chair, 15-ICIT *(on behalf of the Organising Committee)*
Malaysia Mob.: (+6) 012-812-6198 samho@apbest.org
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