

Sustainable Development through Innovation

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

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15-ICIT

15th International Conference on ISO and TQM

26-28 July 2011 at the UNITEN Convention Centre, Kajang, Malaysia

PREFACE

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:

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	AA & Hang Seng School of Commerce	HKSAR	TQM & Corporate Governance	85	150	22
12	2007	AA and NCUT & CSQ in Taiwan	RoC	Going for Gold	68	120	17
13	2008	AA and SIRIM, MPC & UiTM, Malaysia	Malaysia	Innovation for Competitiveness	77	220	25
14	2010	AA and University of Scranton, USA	USA	Lean Management	55	80	20
15	2011	AA and UNITEN, SIRIM, MPC, UiTM, CIOB(M) in Malaysia	Malaysia	Sustainable Development through Innovation			

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.

Country	No. of Papers	Country	No. of Papers
Malaysia	53	Spain	2
China – HKSAR	5	UAE	2
Australia	4	Finland	1
New Zealand	4	India	1
Iran	4	Iraq	1
UK	4	Japan	1
Indonesia	3	Mexico	1
USA	3	Nigeria	1
Canada	2	RoC – Taiwan	1
China – Mainland	2	South Africa	1
Greece	2		
		from 21 territories	98

TOTAL:

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:

Sub-theme #	Topic	No. of Papers
1	TQM & Sustainable Development (SD)	11
2	Enterprise Innovation for SD	10
3	ISO 9000 / 14001 / 50001, OH18001, etc.	6
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5	5-S, 6- σ , BPR, QFD and other Quality Tools	12
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7	Best Practices and Quality Awards	7
8	Best Practices & SD in Construction	5
9	Best Practices & SD in Education	12
10	Best Practices & SD in Services & Public Sector	8
T	Tutorial on Specific Areas of TQM	6
	Total →	98

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

Australia	<ul style="list-style-type: none"> ✧ Prof. Alan Brown (<i>Head, School of Management, Edith Cowan University</i>) ✧ Prof. Mike Donnelly (<i>Dean, Faculty of Business & Enterprise, Swinburne University</i>)
Canada	<ul style="list-style-type: none"> ✧ Prof. Stanislav Karapetrovic (<i>Dept. of Mech. Engg., U. of Alberta in Edmonton</i>) ✧ Mr. George Laszlo (<i>Partner, Management +</i>)
Finland	<ul style="list-style-type: none"> ✧ Prof. Taina Savolainen (<i>Dept. of Business, U. of Eastern Finland</i>)
Greece	<ul style="list-style-type: none"> ✧ Dr. Katerina Gotzamani (<i>Assistant Professor, Dept. of Business Admin., U. of Macedonia</i>)
Hong Kong	<ul style="list-style-type: none"> ✧ Prof. Sam Ho (<i>Founder Chair, ICIT, APBEST Academy & HK 5-S Association</i>)
Japan	<ul style="list-style-type: none"> ✧ Prof. Yoji Akao (<i>Founder of QFD & Deming Prize Winner</i>)
Malaysia	<ul style="list-style-type: none"> ✧ Y. Bhg. Dato' Seri Prof. Mashkuri bin Yaacob (<i>VC, UNITEN</i>) ✧ Prof. Jamil Hamali (<i>Rector, UiTM-Sarawak</i>) ✧ Mr. Mohd Razali Hussain (<i>Director General, MPC</i>) ✧ Mr. Azim Ng Abdullah (<i>VP - Standard & Quality, SIRIM</i>) ✧ Dr. Mohd Azman Idris (<i>Senior General Manager, QEMC, SIRIM</i>)
S. Africa	<ul style="list-style-type: none"> ✧ Dr. Alastair Walker (<i>CEO, Software Process Improvement Lab., Johannesburg</i>)
Spain	<ul style="list-style-type: none"> ✧ Dr. Palmira López-Fresno (<i>Spanish Association for Quality AEC</i>)
Taiwan,RoC	<ul style="list-style-type: none"> ✧ Dr. Chia-pao Chang (<i>Chairman, Dept. of IE, National Chin-Yi Uni. of Tech.</i>)
UK	<ul style="list-style-type: none"> ✧ Dr. Alex Douglas (<i>Reader, Liverpool Business School, Liverpool John Moore University</i>)
USA	<ul style="list-style-type: none"> ✧ Prof. Douglas Hensler (<i>Dean, W. Frank Barton School of Business, Wichita State University</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 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!



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<u>Ppt</u>	<u>T-02</u>	Writing & Getting Published in Academic Journals <i>Alex Douglas</i>	
	<u>T-03</u>	The Method for Motivation by QFD <i>Yoji Akao</i>	
<u>Ppt</u>	<u>T-04</u>	The ISO 10001 Customer Satisfaction Standard and Sustainable Development <i>Stanislav Karapetrovic</i>	
<u>Ppt</u>	<u>T-05</u>	EFQM's emphasis on Innovation & Sustainable Development <i>Palmira López-Fresno</i>	
	<u>T-06</u>	The SIRIM Green 5-S Auditor Training in Summary <i>Samuel K. M. Ho</i>	