

# Teaching Quality & e-Learning in OBOR Countries

## Proceedings of the 23<sup>rd</sup> International Conference on ISO & TQM 23-ICIT

13-15 May 2019 at the **BNU/HKBU-UIC, Zhuhai, CHINA**

Hosted by: the **United International College (UIC)** ( [www.hk5sa.com/icit](http://www.hk5sa.com/icit) )



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- **Prof. Sam HO** – Founder, ICIT, HK5SA, I5SO & APBEST Academy
- **Prof. ZHANG Cong** – Vice President, BNU/HKBU-UIC

#### 23-ICIT Distinguished Keynote Speakers:

- **Dr. Douglas Hensler** – President, Alfred Douglas Associates, USA
- **Prof. John Hamilton** – Head of Magt. & Governance, JCU, Australia
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**NOTE:** *The FULL Papers (in pdf format) will be posted up at the ICIT Website about 6 months after the Conference is over. It will be searchable by Google-Scholar and other search engines. Therefore, if you do NOT want your Full Paper to be posted, please let Prof. Sam HO know soonest possible.*

# 23<sup>rd</sup> International Conference on ISO and TQM

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## **PREFACE**

Welcome to the 23<sup>rd</sup> International Conference on ISO and TQM organised by the **BNU/HKBU-UIC** and **APBEST Academy**. The history of the ICIT is summarized in the following table:-

<b>ICIT</b>	<b>Year</b>	<b>Host (on Easter Mon.-Wed. every year since 1996)</b>	<b>Hosting Country</b>	<b>Theme</b>	<b>Papers</b>	<b>Delegates</b>	<b>Countries</b>
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	RoC	Going for Gold	68	120	17
13	2008	AA and SIRIM, MPC & UiTM	Malaysia	Innovation for Competitiveness	77	220	25
14	2010	AA and University of Scranton	USA	Lean Management	55	80	20
15	2011	AA and UNITEN, SIRIM, MPC, UiTM, CIOB(M)	Malaysia	Sustainable Development through Innovation	98	160	21
16	2012	AA & Linnaeus University	Sweden	ISO, TQM, Medical Tourism & Safety	44	60	15
17	2013	AA & U. Technology Sydney, Australia	Australia	Innovation for Sustainability & Org. Development	37	50	13
18	2014	APBEST Academy & UiTM-Sarawak, Malaysia	Malaysia	Enhancing Growth through the Best Practices in QM	57	150	17
19	2015	APBEST Academy & Kenya Institute of Management	Kenya	TQM for National Dev. – the African way	34	100	14
20	2016	APBEST Academy & U. of Buraimi	Oman	TQM for Lean Production & Sustainable O.D.	32	100	15
21	2017	APBEST Academy & School of Int. Business, BNU-ZH	China	ISO & TQM for OBOR's Sustain. Dev.	37	100	11
22	2018	APBEST Academy & Honors College, BIT-ZH	China	Cultural Harmonization via ISO-TQM	34	100	8

*Dear 23-ICIT Delegates,*

In the past, around 20% of the papers have been published in refereed journals as a result. Riding on this success, the 23-ICIT uses “**ISO & TQM ~ Teaching Quality & e-Learning in OBOR Countries**” 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 9001. Over the past fourteen ICIT’s the focuses were on ISO 9001. 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 9001 - Quality Management Systems
- ISO 14001 - Environmental Management System
- ISO 14067 - Carbon Footprint for Products
- ISO 17025 - Quality Standard for Testing and Calibration Laboratories
- ISO 22000 - Food Safety Management System
- ISO 45001 - Occupational Safety & Health Management System
- ISO 50001 - Energy Management System

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 23-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 23-ICIT is represented by delegates from **10 countries**. The statistics of the number of papers presented is shown in the following table.

<b>Territory</b>	<b>No. of Papers</b>		<b>Territory</b>	<b>No. of Papers</b>
China - Mainland	17		Malaysia	1
China - HKSAR	8		Singapore	1
Spain	2		UK	1
Australia	1		USA	1
India	1		Zambia	1
Libya	1	<b>TOTAL:</b>	<b>from 10 Countries →</b>	<b><u>35</u></b>

The **35 papers** of the 23-ICIT have been organized according to different areas of activities in the development of ISO and TQM. They are as follows:-

Sub-theme #	Topic	No. of Papers
1	1. ISO & TQM for OBOR's TQ Teaching	6
2	2. ISO & TQM for OBOR's e-Learning	6
3	3. ISO Series / 5-S / 6-σ / QFD, etc.	6
4	4. Knowledge Mgt. & HRM in the OBOR Nations	6
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6	6. TQ e-Learning Practices in Industries	6
<b>Total →</b>		<b>35</b>

We are privileged to have the following **16** prominent keynote speakers, consisting of **4 Distinguished Keynote Speakers & 12 Keynote Papers** presenting their expertise opinions on specific issues of ISO and TQM:

<b>Australia</b>	Prof. John Hamilton ( <i>Chair and Head of Management &amp; Governance, James Cook U, Cairns</i> ) *
<b>China</b>	Prof. Zhang Cong ( <i>Vice President, Students &amp; General Affairs, UIC</i> ) # Prof. N. Q. Wu ( <i>Director, Centre for Management Research, SYSU</i> ) Prof. Leslie Chan ( <i>Prof. in Accounting &amp; Finance, US Bryant U. &amp; Honors College, BITZH</i> ) Dr. Kelly Chan ( <i>IT Director, IT Support Services, UIC</i> )
<b>China-HKSAR</b>	Prof. Sam Ho ( <i>Founder Chair – AA, ICIT &amp; ISSO; Dist. Prof.-SYSU.; Speaker-Oxford U.</i> ) # Prof. Lilian Vrijmoed-Kwan ( <i>VP-Academic, Uni. of Wollongong College, HK</i> ) * Prof. Gryphon Sou ( <i>AVP, UNESCO—HK &amp; Provost, HK Inst. for Sustainable Development</i> ) Dr. Barry Mak ( <i>Associate Professor – School of Hotel &amp; Tourism Management, PolyU</i> ) Dr. Catherine Chan ( <i>Founder Chair – HKQFD Association</i> ) Dr. Shirley Yeung ( <i>Associate Professor – Gratia Christian College</i> ) Mr. Zee Liu ( <i>Sr. Sales Director, Blackboard China</i> ) Mr. Yongming Chan ( <i>President, Fujian Province CZX Holdings Ltd.</i> )
<b>Spain</b>	Dr. Palmira Lopez-Fresno ( <i>VP, Spanish Quality Asso. &amp; Spanish Q. Award Chief Examiner</i> ) * Dr. Fernando Fernandez Gonzalez ( <i>Nero-surgeon &amp; Ex-Head, Hospital Central de Asturias</i> )
<b>USA</b>	Prof. Douglas Hensler ( <i>President &amp; CEO, Alfred Douglas Associates and Ex-W. Edwards Deming Distinguished Professor of Management, U. of Colorado-Boulder</i> ) *

# 23-ICIT Conference Co-chairs

\* Distinguished Keynote Speakers

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 23-ICIT. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience in the fascinating city **Zhuhai** !

**Co-Chairs, 23-ICIT:-**

	<p><b>Prof. Sam K.M. HO</b></p> <ul style="list-style-type: none"> <li>- Founder Chair, ICIT, HK5SA, ISSO, &amp; APBEST Academy</li> <li>- Ex-APO Oshikawa Fellow</li> <li>- ADB Quality Expert, SIRIM</li> <li>- Ex-Research Fellow at Cambridge U. Bus. School</li> <li>- Speaker at Oxford U., Said Business School</li> <li>- Dist. Professor in Business Excellence at SYSU, China</li> </ul>		<p><b>Prof. ZHANG Cong</b></p> <ul style="list-style-type: none"> <li>-- VP, Students &amp; General Affairs</li> <li>-- PhD, University of Berne, Switzerland.</li> <li>-- Ex-Professor, Lanzhou University &amp; BNU.</li> <li>-- Ex-Director of the Division of Graduate Education and Training at the Graduate School of the BNU.</li> </ul>
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**A great thinker was asked: "What is the meaning of Life?"**  
**He replied: "Life has no meaning, it is an opportunity to create**  
**MEANING"**  
**So let our 23-ICIT be the OPPORTUNITY to create MEANING!**