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A light gray world map is centered on the page, showing the outlines of all continents. The text 'GLOBAL VIEW of QUALITY' is overlaid on the map, centered over the Atlantic Ocean.

GLOBAL VIEW of QUALITY

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During 1950s European countries and Japan got inspiration and support from the United States to establish its quality roots. The rest of the world did not catch with the quality wave until late in the 20th century. Worldwide quality awareness increased as a result of global competition, release of ISO Standards, ISO Certification requirements by customers, quality awards, educational efforts by institutions, establishment of quality societies, and government's support and initiatives.

History

Whatever effect television had on peoples' lives during 1950s or computers in 1960s or personal computer in 1990s, same or more effect is felt by organizations around the world by the name of "Quality". In the United States the reference dates for quality activities usually taken are 1931, when Walter Shewhart's "Economic Control of Quality of Manufactured Product" was published. For England, a similar reference date might be 1935, when the British Standards Institution published E. S. Pearson's "The Application of Statistical Methods to Industrial Standardization and Quality Control". Since 1950 there has been a considerable increase in interest in the subject of Quality Control. Quality has become an important strategic part of the business. As we are entering into the 21st century, quality is playing key role in everything we do. Quality has evolved from the manufacturing sector to the service sector now. Quality includes not only statistics, control chart, or sampling plan, but includes training, personal quality, and customer satisfaction. Quality climate has been changing due to a much greater emphasis on quality by businesses and by governments. The meaning of quality has gone beyond the phrases of "Fitness for use as said by Dr. Juran" and "Conformance to Requirements as said by Mr. Philip Crosby".

The American Society for Quality (ASQ), then known as the American Society for Quality Control (ASQC), was born in 1946. During 1950s W. Edwards Deming and Joseph Juran were invited by Japanese organizations to assist in quality improvement strategies. In 1951, the Deming prize was established by the Japanese Union of Scientist and Engineers to honour Dr. W. Edwards Deming's contribution to Japanese quality control system. Though the award originated in Japan, non-Japanese companies are eligible to apply. Prof. Paul Clifford participated in the Project 148 on Quality Control during 1954 -1955 in Europe. The project was sponsored by the European Productivity Agency. A Conference was held in July of 1955 in Paris, France, with about 150 representatives from fourteen countries. At this meeting, the concept of a European Organization for Quality Control was discussed and approved by the European Productivity Agency. Prof. Paul C. Clifford, recipient of the Lancaster Award and the first Trustee of the International Chapter, was present in the conference. The European Organization for Quality Control (EOQC) was born in 1956. The NBC television documentary "If Japan Can, Why Can't We?" in 1980 catapulted quality word in the Western world.

Initially, as quality was closely associated with the manufacturing, the societies and institutions around the world kept the name "Control" at the end.

During 1990's, when quality became part of each and every organization, the Societies and institutions around the world started removing the word "Control" from its names. Thus, the American Society for Quality (ASQ), the European Organization for Quality (EOQ), the Australian Organization for Quality (AOQ), the New Zealand Organization for Quality (NZOQ), the Asia Pacific Quality Organization (APQO), and other prominent organizations around the world removed the word "Control" from their names in order to emphasize quality being equally important in all types of businesses. The joke on removing the word "Control" was that all these organizations are now out of "Control". Many organizations did change the names to emphasize importance of quality in all business sectors.

Customer is the king. He is not dependent on us, we are dependent on him. As the importance of customer grew, customer satisfaction measurements came into existence. The customer satisfaction index have existed on a national level in Sweden since 1989, in Germany since 1992, in the United States since 1994, and in Europe since 1998.

The International Academy for Quality (IAQ), founded in 1969, consists of the most active and experienced protagonists and practitioners of quality. The IAQ serves the need for worldwide availability of up-to-date information on by publishing book series on "The Best of Quality". Jack Lancaster, Val Feigenbaum worked throughout the 1960s with leaderships of ASQ, EOQ, and JUSE (Japanese Union of Scientists and Engineers) in the formation of the International Academy for Quality.

Global Quality Movement

ASQ in North America, EOQ in Europe, and APQO in the Asia Pacific regions are the most prominent and influential international quality organizations. ASQ being a worldwide quality society with membership over 110, 000 in over 105 countries is the most powerful and influential quality society in the world. Geographically, the presence of ASQ is felt in all corners of the world.

EOQ has a strong hold in the European countries. EOQ is a organization of quality organizations, representing 34 European countries. EOQ has its headquarters in Berne, Switzerland. The European Foundation for Quality Management (EFQM) was founded in 1988 to provide a European model of total quality management and to develop specific European managerial thinking. EFQM headquarters is in Belgium. Lately, EFQM and EOQ are working together on many projects.

APQO is a Regional organization operating for the Pacific rim countries. All developed countries (USA, U.K., Japan, Germany, etc.) have their own quality societies. Developing countries (China, Taiwan, Brazil, Singapore, Malaysia, Indonesia, Thailand etc.) have established quality institutions. Underdeveloped countries (Iran, etc.) do not have their own quality organization. Majority of developed and developing countries, who adopted ISO 9001 standards have their own standards bodies.

Majority of countries have established their own quality award system. Many countries modelled their award system after the Malcolm Baldrige National Quality Award (MBNQA) of the United States, and the European Quality Award of Europe.

Quality day, quality week and quality month are celebrated by many countries to create quality awareness and promote quality.

Jim Harrington led a group of quality professionals in 1984, 1985, and 1988 on a world crusade for quality tour on different continents. These quality professionals visited key cities in major countries giving seminars on quality, lecturing on quality tools and techniques and creating quality awareness. Excellent information exchange conferences were held with government, industry and quality professionals.

Countries like China, Brazil, Korea, India, Venezuela and others have been sending delegates to the ASQ's Annual Quality Congress in May to learn new techniques and quality tools and tour industries after the Congress to learn new quality concepts and exchange the information.

Quality Awareness Activities

There are various key national organizations whose purpose is to contribute to the developments of quality approaches, educate masses and provide vehicles for training. These organizations guide and facilitate quality improvement process. Quality awareness activities include conferences, training courses, publications, certifications and others.

North America

According to Abraham Maslow's hierarchy needs, once basic needs like physiological, safety, and social are satisfied, human beings turn to self-esteem and self actualization needs. Persons join ASQ or other quality organizations to network, for belongingness, to maintain a status in a peer group, to learn new tools and new technologies, to exchange information with like minded professionals, and many other reasons.

ASQ organized an International Chapter in 1956 with about 25 members. ASQ International Cooperation Committee was initiated in 1956. Prof. Paul Clifford was the first Chairman of the Committee from 1956 through 1961. The Committee was formed to build relationships and working partnerships with the quality societies around the world. Prof. Paul Clifford was a pioneer of ASQ's International Chapter, having served as the first Trustee since 1956, until his retirement in 1982. In 1958 teams of quality professionals from Japan, Spain, and Yugoslavia visited the United States. Paul worked extensively with the European Organization for Quality (EOQ) and was the

only participant from the United States at the first EOQ Conference in Paris, France.

Since 1947, professionals outside of North America started their membership in ASQ. There are over 50 quarter century members in the International Chapter region.

ASQ certification activities started in 1967 have been main thrust of the quality profession. ASQ has proved to be valuable resource for published reference material throughout the world. ASQ members have made substantial contributions to the development of quality management everywhere. ASQ is held high in the eyes of quality professionals compared to other quality organizations.

Shingo Prize, named after Dr. Shigeo Shingo, for excellence in manufacturing was created in 1988 to promote world-class manufacturing and recognize American companies that excel in productivity, quality, customer satisfaction, and manufacturing processes. The Malcolm Baldrige National Quality Award was created in 1988 to recognize world class quality organizations in the United States. Since then majority of the U.S. states have their own State Quality Awards.

The Canada Award for Excellence recognize outstanding achievement in manufacturing and service businesses in the private sector, educational, governmental, and health care institutions in the public sector.

The State of Guonajuanto in Mexico has embraced quality and lifelong learning as essential ingredients of quality of life reform efforts. The state has established a total quality policy. The Mexican National Quality Award has been in existence since 1990.

South America

The South American nations are making progress in understanding the importance and benefits of quality. Number of countries have their own active quality societies.

Europe

The European Organization for Quality (EOQ), which at the start consisted of six national societies, has now become a truly international organization with European countries. It is an autonomous, non-political, and non-profit international organization that spans 34 countries from Russia to Iceland and from Portugal to Finland. Any differences in language or traditions or political views are unimportant compared to their common interest in better quality. EOQ publishes its official journal European Quality. The European Customer Satisfaction Index (ECSI), modelled after the American Customer Satisfaction Index (ACSI) and the Swedish Customer Satisfaction Barometer (SCSB), is a

joint venture of the European Organization for Quality (EOQ) and the European Foundation for Quality Management (EFQM). The main objective of European Quality Policy (created by the European Commission team DGIII) is to strengthen the European dynamic toward business excellence to achieve world-class economy. A European Quality Centre has been opened in Moscow with an aim to progressively link Russian quality practice with that in the European Union (EU).

The International Trade Centre (ITC), UNCTAD/WTO, based in Geneva in Switzerland, publishes technical bulletins, Export Quality, as a service to exporters and industries in developing countries. Export Quality Notes were started in 1983. Under the UNIDO program technical assistance in the areas of standardization, metrology, and quality control is provided to developing countries.

The International Organization for Standardization (ISO), based in Geneva, Switzerland, is the specialized international agency for standardization. Its members are the national standards organization of more than 90 countries. The scope of ISO technical work covers all fields of standardization, with the exception of electrical and electronics engineering - which by agreement are the responsibility of the International Electrotechnical Commission (IEC). The Central Secretariat in Geneva, Switzerland, helps coordinate ISO operations, administers voting and approval procedures and publishes international standards.

The Koality Kid program has been adapted by schools in Sweden. The Swedish commitment to quality in education is strong. The Swedish Institute for Quality (SIQ), an independent foundation sponsored by the Swedish Government and private industry, promotes TQM in Sweden's public and private sectors. The Netherlands participates with enthusiasm in the Koality Kid network of schools around the world. In 1994, the Netherlands government issued a statement requiring primary and secondary schools in the Netherlands to have a "quality system".

Asia & Pacific Rim Countries

The Asia Pacific Quality Organization (APQO) has established the Walter L. Hurd Foundation to recognize individuals, CEO's and organizations for their quality achievements. APQO encourages developing countries to host the APQO Congress. Its major objective is to help developing countries move faster in their pursuit of quality.

The Japan Quality Control Award, created in 1969, is only for companies that have won the Deming Prize and have since achieved an even higher level of excellence. The Japan Society for Quality Control operates under the umbrella of the JUSE (Union of Japanese Scientists & Engineers). The first recognition and discussion concerning the quality control (QC) of the service industry in Japan was made in 1974.

The Vietnam government has issued a decree that the national policy for the quality of products over the next decade will aim to overcome the recognized deficiencies in standardization, metrology, and quality management.

Middle East

Lately, there has been an increased quality awareness activities in the Middle Eastern Region. The First Middle East International Quality Assurance Conference was held in Bahrain in 1990. The 1st Gulf International Quality Conference was held in April 2000 in Bahrain.

A Foundation of Middle East and North Africa Organization for Quality (MEOQ) was established in 1995 with representatives from Israel, Turkey, Jordan, and the United Arab Emirates.

Africa and Surrounding Locations

The African Regional Organization for Standardization, consisting of 11 country members, is mandated to promote standardization activities throughout Africa. African country members have adopted a series of regional and national product and quality assurance guidelines.

Quality Education

Number of colleges and universities in the United States and elsewhere in the world offer degrees in the quality science field. Some colleges and universities include quality as a required subject in other disciplines.

The European Master's Programme in Total Quality Management (EMPTQM) is created to give students opportunities to explore the principles and methodologies of TQM in the context of richness and diversity of European culture. Universities in Sweden, Denmark, U.K., Germany, France, Greece, and Spain participate in the EMPTQM Programme.

Quality Celebration

The United Nations Organization declared the Second Thursday in November as the World Quality Day in 1989. The idea is to emphasize the universality of quality in all aspects of life, not simply in business or trade. The objective of celebrating the World Quality Day is to emphasize the meaning of "Quality" to all the inhabitants of this planet. Celebration meant as an indicator of our personal commitment to quality. It is not widely practiced event throughout the world some countries around the world do celebrate it.

Some European countries do celebrate the Second Week in November as the European Quality Week. The European Quality Platform (EOQ and EFQM) organizes the European Quality Week in Europe since 1995. The European Quality Week is an annual focus for campaigns of public awareness, promotion, and demonstration of the advantages and importance of quality to European competitiveness.

Conclusion

In the nineteenth century, historian Alexis De Tocqueville recognized that a primary strength of people lies in their ability to join together in associations. The tradition of working and pulling together is alive and growing today. We have seen number of quality professionals around the world growing and being more active in their pursuit of quality.

The principle activity of a quality organization is the promotion of quality systems and the quality principles. The activities, now, extend to every business sector. Quality movement has been on an increase and the need has been felt by developed, developing and underdeveloped countries.

Steady progress to improve quality of products and services has been made over the years, but much is left to be accomplished. Quality and productivity, as opposed to quantity, are stressed everywhere. Focus on improvement of quality is achieved through better cooperation and partnerships with quality and research institutions. Generally, technical products are made to function well, but servicing and repair are slow in many developing countries. The technical institutions, universities, government organizations and professional bodies have done a great deal over the years in holding national and international conferences and seminars, research forums, surveys, etc. and in informing through formal educational courses, consulting and training. Many countries have several major conferences and seminars each year. So much of knowledge for implementing modern quality principles exist in those countries, but have been slow to adopt modern quality methods.

Quality professionals in the developing countries are very much aware of modern quality philosophies. Professionals are more interested to learn and have a desire to improve the process and basic knowledge in those countries.

Asian countries are catching upon the quality movement and initiatives as observed by increase in number of hours of education and training and other programs. A few developing countries are pioneering in their efforts to improve the quality situation related to export products. These efforts usually include legislation, creation of export inspection institutions, promotion of standardization, metrology, and certification activities, and promotion of quality awareness and quality control implementation activities.

The ASQ recognized the importance of internationalism from its beginning by establishing the International Chapter and the E. Jack Lancaster Award. The ASQ has been a strong leader in the development of new quality

management and control techniques. The Society is able to help the quality professionals respond to rapidly changing social and economic conditions and expanding government regulations. There has been ever increasing continuing interest in ASQ Certification programs around the world.

Some interesting observations can be cited:

1. There is a need for management education as to the objectives and functions of quality science and management
2. There is a need for training of organization personnel
3. There is a need for cooperation between the statistician and the engineer
4. There is a lack of interaction between universities, research institutions, industries and government

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Biographical Sketch

Navin S. Dedhia has worked for the International Business Machines (IBM) Corporation since 1968. His experience includes in the fields of manufacturing, production, and quality at IBM's E. Fishkill, New York, and San Jose, California, facilities.

He has an MBA, MS (EE) and BE (EE) degrees. Professionally, he holds CQE, CRE, CQA, and CQMGR certifications from ASQ. He is RAB certified QMS Lead Auditor. He is an ASQ Fellow and has played number of important roles at the local, division and national levels. He is recipient of the E. Jack Lancaster Award and Testimonial Awards from ASQ. His books, “Quality from Many Perspectives”, Part I & II, have been published by the D. L. Shah Trust, Mumbai, India.

He was born in Mumbai, India and lives at present in San Jose, California.