

CONSIDERAȚII PRIVIND APLICAREA MANAGEMENTULUI CALITĂȚII ÎN DEVOLTAREA CULTURII ORGANIZAȚIONALE

CONSIDERATIONS CONCERNING QUALITY MANAGEMENT APPLICATION IN THE DEVELOPMENT OF THE ORGANIZATIONAL CULTURE

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Abstract: Quality management offers many tools for influencing the organizational culture. In this paper, the 8 principles of quality management are emphasised, after a short presentation of quality and quality management system concepts. The 8 principles are extremely important in relation with organizational culture, but from my experience they are considered sometimes in practice mainly theoretical points and not too much used, although ISO 9001 standard is based on them. Also their profoundness is not always enough explored. I wanted to highlight the fact that we have these 8 powerful tools to use as a help in changing organizational culture. As an example, I was strongly influenced by these tools in designing a program for awareness increasing for workers in SME's. The positive results of the program application are presented at the end of this article.

Keywords: quality management, organizational culture, quality, principles of quality management, awareness