

## QUALITY AS AN ECONOMIC ENTITY AND MANAGEMENT OBJECT

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**Key words and phrases:** quality management system; quality; quality management concepts.

**Abstract:** The article presents the review of approaches to the definition of the term “quality”. The basic concepts of quality management are considered. Objects, subjects, management methods are examined.

The issue of quality is a crucial factor for improving living standards, economic, social and environmental security in the market economy. Quality is an integrated concept characterizing the effectiveness of all aspects of activity: strategy development, production, marketing, etc.

The term “service quality” is multiple-aspect and can be determined on the basis of different points of view. Service quality can be determined as:

- the degree of satisfaction of the customers’ expectations (in accordance with ISO 9000, adopted in 1994);
- the degree of compliance with prescribed requirements and standards;
- the compliance of the services with their value;
- the total sum of technical, technological and operational characteristics by means of which the service will meet the needs of the consumer.

Let’s consider the definitions of “quality” as they appear in various standards:

GOST 15467–79: Product quality is a sum total of product characteristics that condition its suitability to satisfy certain requirements in accordance with its purpose [1];

ISO 9000:2001: The extent to which a set of inherent characteristics fulfills certain requirements [2];

ISO 9000-2008: The extent to which the inherent characteristics (of something) meet the established or expected requirements (needs) [3].

As the basic definition for this article we adopt the following:

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Quality is an indicator showing the degree of customer satisfaction with the product's characteristics.

Let us specify that on the basis of ISO 9000 standards the following product characteristics are singled out:

- physical;
- organoleptic;
- ethical;
- time;
- ergonomic;
- functional.

ISO 9001:2008 expands the concept of “product” and specifies that the term “product” can also mean “service”.

The original source of both general management and quality management is Taylor's system. Taylor's system includes the notions of upper and lower quality margins, tolerance zone, introduces such measuring instruments as pattern and magnitude and provides grounds for the necessity of independent quality inspector position. The theory of quality management was developed both by the foreign and domestic scientists. The works of the Russian scientists Chebyshev and Lyapunov are the theoretical basis of the random sample check. Our scientists I.G. Venetsky, A.M. Dlin, U.S. researchers William A. Shewhart, E. Deming, A. Feigenbaum [4] have contributed greatly to the development of the currently used quality management systems.

When we consider the concept of quality as an object of control it is necessary to operate with such concepts such as management goal, object and subject of management, functions and management methods.

Management object is the product quality, which may include either a whole set of the product properties or only some of them, a group or a particular property.

Management goal is to maintain the level of product quality corresponding to the economic interests of the manufacturer (costs, profitability) and consumer (standard of well-being, fashion, etc.) as well as the requirements of safety and ecological compatibility of the product.

Subject of management is the authorities of all levels and individuals authorized to ensure a certain level of product quality.

Methods and means of control are the ways by which authorities influence the elements of the production process, ensuring the achievement and maintenance of the planned degree and level of product quality.

The following concepts of quality management are widely employed:

- Quality System;
- Quality Driven Management System;
- Total Quality Management;
- Universal Quality Management;
- Zero Defect;
- Quality Assurance;
- Quality Control;
- Statistical Quality Control;
- Quality Assurance System;

- Product Assurance;
- Total Manufacturing Management;
- Good Manufacturing Practices;
- We Care;
- Responsible Care;
- Environmental TQM;
- Total Manufacturing Assurance;
- Integrated Process Management;
- Management for Quality Improvement;
- Total Quality and Productivity Management;
- Integrated Management;
- Continues Improvement Implementation System;
- Total Quality Transformation;

It should be specifically noted that we have given only a part of quality management concepts which are essential for the understanding of quality as a management object.

Contemporary quality management is focused on the following ways of quality improvement:

- motivation of top-management;
- foundation of quality management board to improve and access the quality of work;
- involvement of all the management team in the process of improving;
- collective participation ensuring;
- individual participation ensuring;
- creation of groups to improve the systems (process control groups);
- fuller involvement of the suppliers;
- ensuring the quality of control systems functioning;
- development and implementation of short-term plans and long-term strategies of improving work;
- establishing a system of contribution acknowledgement.

The modern quality management concept is based on the notion that quality management can't be effective after the products have been manufactured, this should be done in the course of production. It is also important to ensure the quality of work that precedes the production process. Quality is determined by many random, local and subjective factors. To prevent the influence of these factors a corresponding control system is required. To do it one should not take episodic steps only, but develop a system of measures to effectively influence the process of creating a high quality product or service.

It needs to be emphasized a great contribution The Quality Problems Academy of the Russian Federation has made to the formation and development of the modern notion of quality. As a result of its activities a notion of quality as one of the fundamental categories that define the lifestyle, provide social and economic foundation for the successful development of a person and society has been formed. This understanding seems sufficiently capacious and gives more emphasis to the importance of quality improvement.

The quality is an important tool in the struggle for the markets. It ensures the competitiveness of a particular product. The competitiveness is a sum of the technical level of the product and the value of the goods for the consumer through its functional, social, aesthetic, ergonomic and environmental properties. At the same time the competitiveness is determined by a sum of quality and cost characteristics of the goods which can meet the needs of consumers, as well as the costs of purchasing and consumption of the corresponding product. Of course, quality improvement is associated with costs. However, they will be repaid by the profits.

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## **Качество как объект управления**

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**Ключевые слова и фразы:** качество; концепции менеджмента качества; управление качеством.

**Аннотация:** Рассмотрены подходы к определению термина «качество». Представлены концепции управления качеством. Обозначены объекты, субъекты и методы в процессе управления качеством.

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