

A3 IAQ Panel

QUALITY STRATEGIES FOR GLOBAL COMPETITIVENESS

Chair of the Panel: Bjorn Andersen,

Professor at the Norwegian University of Technology and Science, Norway

This Panel on “Quality Strategies for Global Competitiveness” will first highlight quality issues related to competitiveness from three perspectives:



- **Shan Ruprei** will look into quality management systems; the history of QM systems, where and how these were born, ups and downs, the reasons for successes and failures of the QMS and outline the way forward. Ultimately, his recommendation is that the Australian Integrated Business Management Systems Model can be adopted anywhere in the world.
- **Thomas Prefi** will discuss how culture affects quality behavior. There is an obvious layer of behavior that can be addressed easily and a hidden one that is not easy to change. It is called the company culture. Thomas Prefi will show how quality culture determines the profitability of a company and provide a framework to evaluate and maintain a company quality culture.
- **Glenn Mazur** will explore the evolution of QFD up to current modern applications and will present examples from case studies across a variety of industries and applications, including healthcare, education, industrial products, service products, and software products.

The short bibliographies of the Chair and Lecturers you can find in alphabetic order:

<http://eoq.hu/iaq/biography.pdf>

Following the lectures, the Panel will discuss issues like:

1. How does quality differ across the world?
2. What will the role of quality be in future global competitiveness?
3. Which strategies are suitable to ensure quality in a global marketplace?
4. Who will be the future global quality winners?