

**Regional Academy of Management
European Scientific Foundation Institute of Innovation
Regional Center for European Integration
National Institute of Economic Research
Sokhumi State University
Ukrainian Assembly of Doctors of Sciences in Public Administration
East European Institute
University of Economics and Entrepreneurship
Taraz Innovation and Humanities University**



**Materials of the II International
scientific-practical conference
«QUALITY MANAGEMENT:
SEARCH AND SOLUTIONS»**

**November 23-25, 2016,
Shanghai, China**

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This is a compilation of the materials of the II international scientific-practical conference «Quality Management: Search and Solutions», that was held in Shanghai, China on November 23-25, 2016.

Submissions cover a wide range of issues, primarily the problem of improving management, sustainable economic development and introduction of innovative technologies, improved training and enhancement of the development of "human capital", interaction between the individual and society, psychological and pedagogical foundations of innovative education.

Materials addressed to all those interested in the actual problems of management, economy and ecology, social sciences and humanities.

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Медаль
«ЛИДЕР КАЗАХСТАНА 2013»

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Академия действует в соответствии с принципами и стандартами Болонского научно-образовательного процесса.

Целью Академии является содействие развитию социально-управленческих знаний и технологий, а также проведение экономических, социологических, социально-психологических и иных фундаментальных и прикладных научных исследований по актуальным проблемам управления.

Академия осуществляет независимую аттестацию и оценку качества подготовки научно-педагогических кадров, а также руководителей и специалистов-практиков высшей квалификации в области менеджмента и других социальных наук с выдачей соответствующих квалификационных документов.

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Compilation of the materials of the international scientific-practical conference "Quality Management: Search and Solutions" (edited by S. Midelski) was awarded the Honorary Diploma and the Gold Medal of the XXVIII Moscow International Book Fair, held at the Exhibition of Economic Achievements (VDNKh, Moscow, Russia) 2-6 September 2015.

XXVIII Moscow International Book Fair - the largest international scale Book Forum in Russia, which became one of the central events of the Year of Literature in the Russian Federation.

Participants of the oldest book fair has become more than 400 Russian and foreign publishing houses from 30 countries, which traditionally provided the best examples of educational, scientific, reference and encyclopedic, fiction, children's literature.



Сборник материалов международной научно-практической конференции «Менеджмент качества: поиск и решения» (под редакцией С.Л. Мидельского) был отмечен Почетным Дипломом и Золотой медалью XXVIII Московской международной книжной выставки-ярмарки, состоявшейся на Выставке Достижений Народного Хозяйства (ВДНХ, г. Москва, РФ) 2-6 сентября 2015 года.

XXVIII Московская международная книжная выставка-ярмарка - крупнейший в России книжный форум международного масштаба, который стал одним из центральных событий Года литературы в Российской Федерации.

Участниками старейшего книжного форума страны стало более 400 российских и зарубежных издательств из 30 стран, которые традиционно представили лучшие образцы учебной, научной, справочно-энциклопедической, художественной, детской литературы.

* * * * *

All collections of scientific papers, published by the Regional Academy of Management, have ISBN, Bibliographic Classification, Universal Decimal Classification (UDC) and all the necessary details. Collections are recorded in scientometric based RSCI (Russian Science Citation Index), receive impact factor and placed in the largest in the CIS electronic library of scientific publications eLIBRARY.RU.

Все сборники научных трудов, издаваемые Региональной Академией Менеджмента, имеют ISBN, ББК, УДК и все необходимые реквизиты, регистрируются в наукометрической базе РИНЦ (Российский индекс научного цитирования) с получением соответствующего импакт-фактора и размещаются в крупнейшей в СНГ электронной библиотеке научных публикаций eLIBRARY.RU.

Compilation of the materials of the international scientific-practical conference "Quality Management: Search and Solutions" (edited by S. Midelski) was awarded the Honorary Diploma and the Gold Medal of the XXXVI International Paris Book Fair (17-20 March 2016, Paris).

XXXVI International Paris Book Fair was held under the motto "Book in the Spotlight". It was opened by solemn speech of French President Francois Hollande. Among the visitors of the Fair were many French and foreign politicians, scientists and cultural figures, such as France Prime Minister Manuel Valls, the Minister of Culture and Communications Audrey Azoulay, Minister of Higher Education and Scientific Research Najat Vallaud-Belkacem.

Over the 4 days of the Exhibition organized more than 800 meetings devoted to issues of book publishing, distribution and availability of books, copyright issues related to, including educational and scientific publications.

Fair participants were representatives of 45 countries; the number of visitors exceeded 230,000 people.



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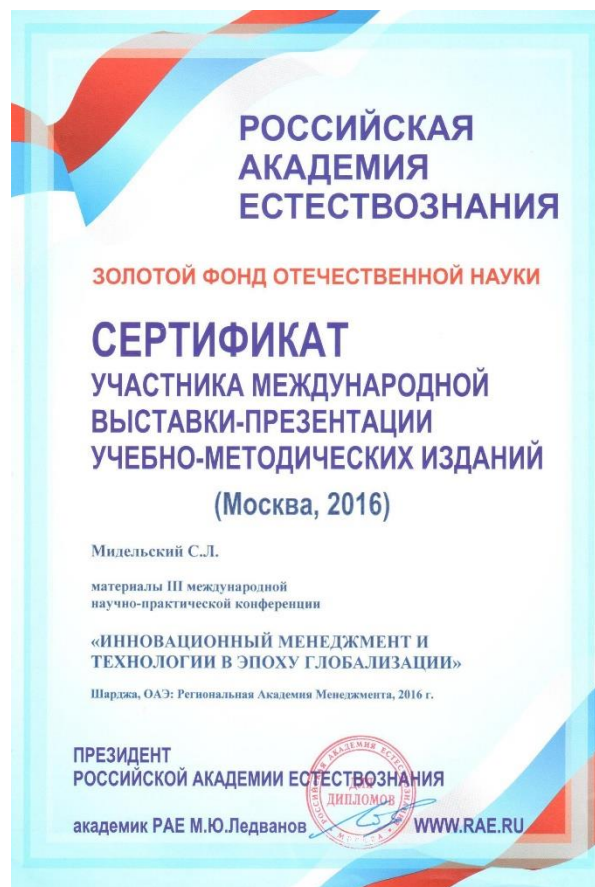
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Сборник материалов международной научно-практической конференции «Менеджмент качества: поиск и решения» (под редакцией С.Л. Мидельского) был отмечен Почетным Дипломом и Золотой медалью XXXVI Международного Парижского книжного Салона (17-20 марта 2016, Париж).

XXXVI Международный Парижский книжный Салон прошел под девизом «Книга в центре внимания». Его открыл торжественной речью президент Французской Республики Франсуа Оланд (François Hollande). Среди посетителей Салона были многие французские и иностранные политики, деятели науки и культуры, такие как премьер-министр Франции Мануэль Вальс (Manuel Valls), министр культуры и связи Одри Азулай (Audrey Azoulay), министр высшего образования и научных исследований Наят Валло-Белкасем (Najat Vallaud-Belkacem).

За 4 дня проведения Салона организовано более 800 встреч, посвященных вопросам книгоиздания, распространения и доступности книжной продукции, вопросам авторских прав, касающихся, в том числе, учебных и научных изданий.

Участниками Салона стали представители 45 стран, число гостей превысило 230 000 человек.



The collection of materials of the III International Scientific and Practical Conference "Innovation Management and Technology in the Era of Globalization" (Sharjah, UAE, January 12-14, 2016, edited by S. Midelski) was presented at the XXIX International Exhibition of Teaching and Scientific Publications.

The exhibition was held from 30 May to 1 June 2016 in the main building of Russian Academy of Sciences (RAS, Moscow, Russia).

The collection was awarded by the Diploma "The Best Teaching Publications in Its Field" and by the Certificate "Golden Fund of National Science".

Regional Academy of Management sincerely thanks our partners and co-organizers of the conference, members of the editorial board and all the authors of articles, which was published in the collection.

* * * * *

Сборник материалов III международной научно-практической конференции «Инновационный менеджмент и технологии в эпоху глобализации» (Шарджа, ОАЭ, 12-14 января 2016 года, редактор С.Л. Мидельский) был представлен на XXIX международной выставке-презентации учебно-методических и научных изданий.

Выставка проходила с 30 мая по 1 июня 2016 г. в главном здании Российской Академии Наук (РАН, Москва, Россия).

Сборник был награжден Дипломом «Лучшее учебно-методическое издание в отрасли» и Сертификатом «Золотой фонд отечественной науки».

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06. IMPLEMENTATION OF A QUALITY MANAGEMENT SYSTEM – A FACTOR FOR COMPETITIVENESS OF COMMERCIAL ENTERPRISE

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Introduction

Requirements of the European Union in the field of trade and development prospects to the sector are expressed in the quality of the offered products and the means for their sale. The European and world experience show that the implementation of quality management systems makes it possible to take active action to increase the competitiveness and efficiency of commercial enterprises.

Among the main problems faced commercial enterprises, is the Organization and maintaining a successful business in the face of changing market and heady business environment. Market survival inevitably associated with the competitiveness of commercial enterprises. Survey of the quality management is dictated by the need to present how retailers deal promptly with the challenges they face in a rapidly changing business environment.

Competitiveness is fundamental composite indicator, which is influenced by many factors: strategy of commercial enterprise; the presence of material, labor and financial resources; training and motivation of personnel; innovation potential; market share; efficiency of management. The provision and improvement of quality is one of the essential factors for increasing the market share of commercial enterprise, hence the competitiveness.

The present study aims to present the competitive advantages they receive commercial enterprises by introducing quality management system. For this purpose, first of all, should be provided the link between the quality and the competitiveness of the commercial undertaking; next to identify the principles and requirements of the international standards for quality management systems; third, to explore to what extent have invaded the

quality management systems among the Bulgarian commercial enterprises; and fourthly to identify benefits that provide integrated systems on the competitiveness of the commercial enterprise.

1. Relationship between the quality and competitiveness of commercial enterprise

In the economic literature, according to the methods and means of the rivalry, the competition between companies is divided into price and non-price (Божинова, р. 21). Price competition can be used when the homogeneous goods are available on the market at various prices. Nowadays price competition lost their positions in favor of non-price methods of competitive struggle. This does not mean that today's market is not used "price war". It exists, but not always in a clear form. This "price war" in an open form, it is possible to exist until then, while the commercial enterprise not exhausted its reserves to reduce prices.

Non-price competitiveness competition puts to the fore consumer value of the product. Adopting non-price competitiveness competition, commercial enterprise strives to provide quality and timely supplied goods and services with optimal and efficient use of short-term and long-term resources.

The second method for rivalry in the competition of the market gives a better perspective for long-term financial success, as it is based on the quality of the offered goods and services and quality in customer service. The consumer is the one who determines the quality by comparing the merchant`s goods and services with your own criteria or offered by other merchant`s analogous ones. The placement of the foreground of custom value raises the question of the competitiveness of the commercial enterprise.

Competitiveness of commercial enterprise associated with its ability to take advantage of the conditions to the maximum extent of the external environment and to successfully use the reserves in his own potential in the long time (Мидова, р. 30). Possibilities for increasing the competitive ability should not be sought only in the traditional direction – a reduction in the level of the costs of production, but also in other areas – management of human resources; the high quality of the offered goods and services; guidance to the interests of the clients; innovation; use of new technologies; the use of information technology; conduct an effective marketing activities.

Quality is the most important competitive advantage of commercial enterprise, "key to competitiveness". In the midst of serious competition, traders are increasingly forced to put first and foremost the needs and requirements of customers. Customers are becoming better informed and more often prefer to buy goods and services with the best possible quality at reasonable prices. Therefore, managers and employees must strive to provide only the goods and services of high quality relevant prices.

The definitions of the concept of "quality" are different, and have different understandings of each individual for this concept. Therefore, the

identification and clarification of the quality as a term is often the first step towards ensuring, evaluating and improving quality.

Despite the many definitions for the term, "quality" can be classified into a few larger groups. The five generic categories and their relationship to organizations working in the field of services, where falls and trade are the following (Караджова, 5/2015):

1. Superiority. Quality is defined as innate distinction, i.e. the product and service are unparalleled properties. This definition of quality has practical importance, since it is impossible to determine in advance the dimensions of quality.

2. Leading is goods. Quality is determined by the quality of the goods offered by the merchant.

3. Leading is the process or provision. Quality is defined as "compliance". These definitions stress the importance of management and control relating to the applicable quality. The focus is internal rather than external. Such a definition is useful for organizations who consider that their problems are in these transformational or engineering processes. As for the organizations in the sector "trade", this definition is useful for subjects, offering superior service, providing a brief contact with the customer.

4. Leading is a consumer. Here the focus is external; quality is defined as meeting the requirements of the "user" or "consistent with the goal". This approach relies on the ability of the Organization to determine user requirements and to meet them. The definition is most relevant to commercial organizations offering services based on skills and knowledge, in which the contact with the customer is an extended, or organizations providing labor-intensive services.

5. The leading value. The focus is again an external approach, and often require a trade-off between quality, price and accessibility. The one who buys the product, assess the quality, price and availability in the same sequence.

In determining, the quality of the goods and services in commercial enterprise should be considered two components: the quality and the range of services offered by goods and quality of commercial service.

It's in the Law¹ on consumer protection that the trader is obliged to act with the necessary care so as to contribute to compliance with the General safety obligation, in particular by not supplying a commodity for which he knows or should know on the basis of the information available and as a merchant that does meet the General safety requirement.

The merchant participates in the process of realization of the product, whose activity does not affect the safety characteristics of the product. In the framework of its activity, the merchant participates in monitoring the safety of products placed on the market, such as: Provide information about the risks associated with the use of the goods; Record submit documents

¹ Law on consumer protection. Effect on 10.06.2006, amend. and Suppl. SG. No. 59 of 29 July 2016.

necessary to trace the origin of goods; Cooperate with the manufacturer and the inspection bodies in the measures they have taken to prevent risks; Take any other appropriate measures.

Quality in commercial services is the second aspect of quality in a commercial enterprise. According to Berry and Parasuraman, perceived quality of commercial services on the part of users is based on five components (Миронова, 4/2005):

- Physical characteristic of the service (including technical base of business premises), equipment, furniture, appearance and overall broadcast staff.

- Reliability: the ability to make buying and selling professionally and accurately.

- Responsibility: willingness to perform the commercial service at the required level, as well as to absorb the negative effects on his performance.

- Guarantee and security: knowledge of the proposed goods and services from the staff's competence and ability to inspire confidence among customers.

- Empathy: providing individual approach to individual users.

Tsaythaml, Berry and Parasuraman (Миронова, 4/2005) determined four potential problems in the framework of the commercial service, which can lead to a discrepancy between what customers expect, and what you receive: Lack of information about the expectations of consumers; Specification of standards for quality of service, which do not reflect what management, defined as the expectations of consumers; Characteristics of service that do not meet the specifications; Lack of the required level of service, which is reflected through marketing communications.

Improvement of the quality of goods is set out in the production process of the producers, for which retailers are following the exit into their organization, namely in the sale process. The tendency of traders is to cover specific requirements associated with the achieved level of standards in order to eliminate the risk of buying and use of poor quality goods and services.

Traders, in an effort to ensure the quality of its services, you need to provide quality service to their customers. Quality assurance (from in English. Quality Assurance, QA) e "the systematic monitoring and evaluation of the various aspects of a project, service, or equipment, with the aim of maximizing the likelihood that at least minimum standards of quality to be achieved in the production process". Quality assurance cannot absolutely guarantee quality service, but makes it possible to determine the specific reasons for any non-compliance and failure in customer service and developing strategies to overcome them.

The provision of uniform quality is achievable through the introduction of a quality management system, which includes planning, control and improve the quality of commercial services. Achieved quality of goods and services from merchants should be used as a competitive advantage,

through various methods of promotion. Traders use a variety of symbols to communicate with which the end user associate the quality of offered goods and services, and compares the equivalent goods and services of competing traders. These characters fall into three groups that complement each other and form a parallel system that provides the client more full guarantees for quality:

- Brands and trademarks – contacting the affiliation to certain retail chains or validated in the year's quality of goods and services from the merchant.
- Quality label – in many countries have already established systems for the award of the national quality label of the goods and services with the quality parameters developed and relevant indicators.
- Certification by international standards ISO. In essence, they create procedures and relate to management practices aimed at a higher quality; in this sense, they help create a quality product without ensuring it fully.

All these circumstances dealt with in the context of ever-increasing dynamism, aggressiveness and complexity of modern business environment require the achievement of guaranteed quality of offered goods and services sale, and once achieved should promote quality, to provide the competitive advantage of commercial enterprise.

2. Basic principles of ISO 9000 series standards

Achieving continuous life cycle and high image of the enterprise is directly dependent on the competence of the managers. They must possess adequate and compatible with organizational goals, personal and professional qualities.

The quality management system of an organization defines such management, ensuring the customer a consistent quality of product and service offerings in accordance with the consumer and applicable regulatory requirements, regardless of the quantity and the period of performance. The quality management system stimulates continuous improvement customer satisfaction (Илиева, Л., p. 133).

ISO 9000 is standards represents an international consensus on good quality management practices. It consists of standards and guidelines relating to quality management systems and interconnected standards.

The ISO 9000 series standards distinguish requirements relating to quality management systems and requirements relevant to the product. The Group standards of the quality management system ISO 9000 international standards consists of representing the Guide for development and implementation of an effective quality management system. Regardless of the specifics of the products, these standards are applicable to both in the sphere of production and in the field of services². One of the possibilities to achieve the quality of the offered goods and services, and ensure continuous

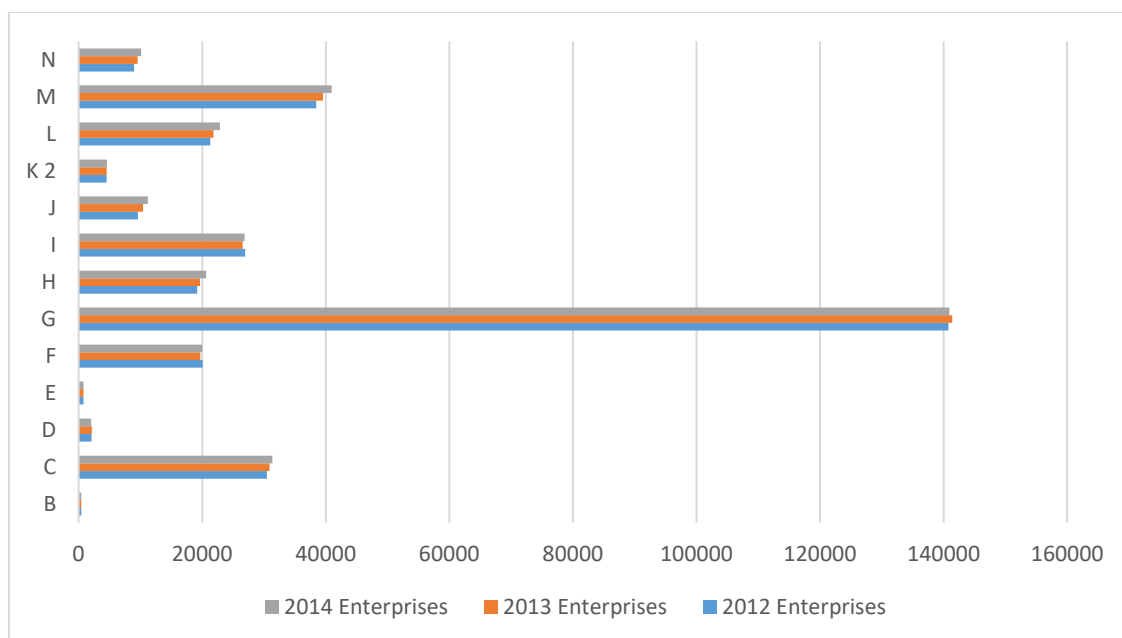
² The project "Promotion of systems, tools and best practices for quality management in public administrations". ISO 9000:2015; ISO 9001:2015; ISO 9004:2009; ISO 19011:2012. <http://www.quality.government.bg>. 27.09.2016

improvement activities of commercial enterprises, is the introduction of the international standard ISO 9001. When the system is developed and implemented in an organization, it could seek the confirmation of the compliance of the system with the requirements of ISO 9001 by a third independent party (certification). If this independent country recognized that the organization meets the requirements of the standard issue internationally recognized certificates. The independent assessment by accredited organizations ensures that business and consumers can make secure and reliable choice of services and products supplied to the market.

ISO 9001 certification is voluntary. Implementation of the latest edition of the standard ISO 9001:2015 has its potential benefits for both the quality of the goods and for the provision of services by providers. This promotes practical application and constantly growing range of activities in all sectors of the economy, including in the "Trade".

3. Distribution of the standard ISO 9001 among Bulgarian enterprises

According to data from the NSI³, in 2014 in Bulgaria were 332 800 active businesses⁴, which is 1.6% more than in the previous year 2013. As can be seen from pic. 1, in the last three years the share of workers in enterprises sector G (Trade; repair of motor vehicles and motorcycles) is highest, indicating the timeliness and sustainability of this sector within the scope of the Bulgarian economy.



Pic. 1. Structure of the active enterprises by economic sectors⁵ for 2014.
Source: NSI⁶

³ <http://www.nsi.bg>. 12.09.2016r.

⁴ Active business-a set of undertakings, with or without an employer who during the reference period were engaged in economic activity in the territory of the country.

⁵ Code-Economic Sectors:2008

⁶ NSI-National Statistical Institute, <http://nsi.bg>

The predominant share of companies in the sector "Trade" provoking research interest in the study of their policy in terms of quality. The organizations pass to voluntary certification in ISO 9001 for various reasons: satisfaction of customers requiring ISO 9001; entering the markets of the European Union (EU); greater competitiveness; improvement of management; improve the work with suppliers.

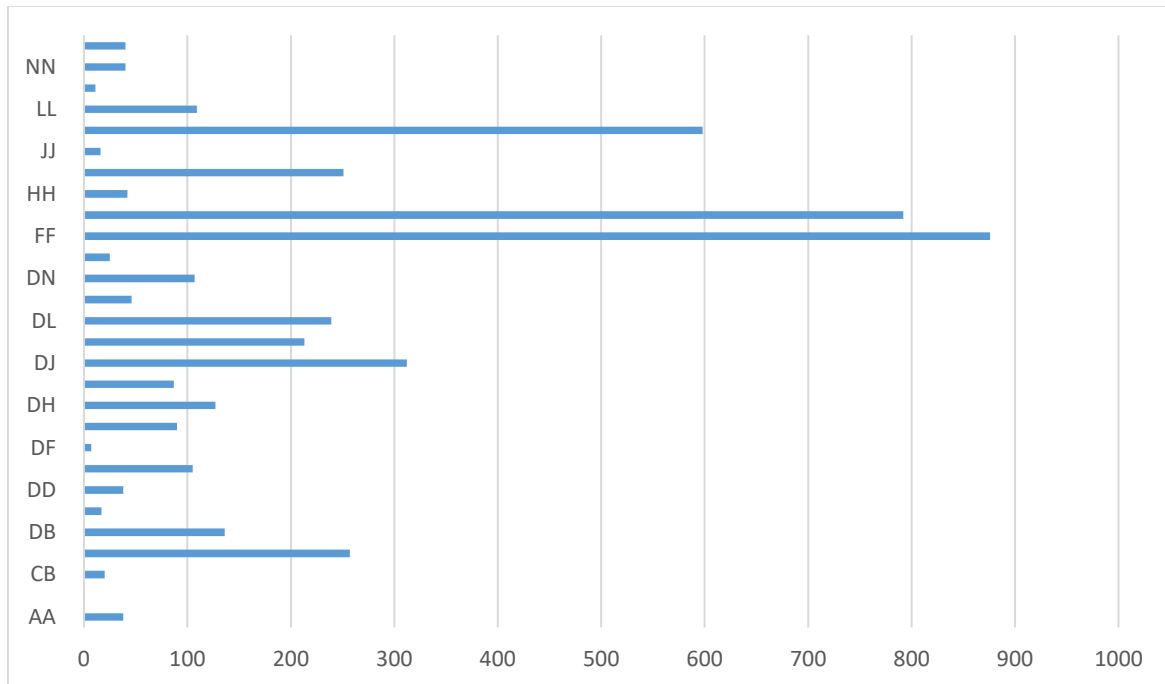


Fig. 2. Dissemination of ISO 9001 among Bulgarian businesses by sector⁷
Source: The information system of Bulgarian enterprises (BEIS)

According to a study of the information system of Bulgarian enterprises (BEIS), certified by ISO 9001 Bulgarian enterprises are 4 641 (pic. 2). Their distribution by activity shows that 794 are those of GG sector (Trade, repair and maintenance of cars and motorcycles, personal belongings and household goods), which put them in third position after sector D (Manufacturing) – 1781 enterprises, followed by sector FF (construction) – 877 enterprises. The fourth sector is KK (Operations with real estate, renting and business activities) with the total number of ISO 9001 certified 595 enterprises.

The relatively small number of certified organizations in the sector "Trade" due to the protracted postpartum course in association with years of standardization activity of the manufacturing industry, which has been avoided in the new version of ISO 9001:2015.

4. Advantages of implementation of ISO 9001

The quality management system applies to the activities within the Organization, aimed at satisfying customer requirements in terms of quality, leading to a number of **advantages for commercial enterprises:**

⁷ The information system of Bulgarian enterprises (BEIS), <http://beis.bia-bg.com>

First, the use of the standard (ISO 9001:2015) as a foundation for the development of quality management systems has proven a successful tool for providing effective service delivery process, as well as incentive and guarantee for the continuous improvement of commercial enterprises. **Secondly**, the introduction of a system of quality management leads to improved work organization, enhancing competitiveness, reduce costs and increase profits. **Third**, the introduction of a quality management system in accordance with the requirements of the standard ISO 9001:2015 is a strong motivating factor for employees and indisputable proof of commitment towards quality management of commercial service. **Fourth**, the ISO 9001 certified company has an opportunity to expand relationships with suppliers and customers internationally. **Fifth**, the implementation of a standard is a high recognition of the activities of the commercial undertaking, which received the certification mark of certifying organization. Traders often use this recognition to the establishment and strengthening of your image.

In conclusion, it may be noted that the main benefits do not exhaust all the possibilities it provides certification in ISO 9001 traders due to the specifics of each individual company and the market that is running. Development and implementation of a quality management system should always comply with the particular conditions, organizational structure and organizational culture that already exist. In this way, the trader has the ability to be competitive on both the domestic and international markets.

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07. SOCIAL-PSYCHOLOGICAL ASPECTS OF CREATIVE MARKETING

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Resume:

Creativity is a process of resolving some problem, an art of finding atypical variations. Based on a multi-factorial analysis the marketing specialists must be able to