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QUALITY IMPROVEMENT REQUIRED TO JOIN UKRAINE

THE WTO AND THE EU

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The article raises the issue of production quality improvement and implementation of socially- oriented concepts of Total quality management (TQM) and the European model of excellence (EFQM) in Ukraine. The sufficient level of quality in Ukraine provides the basis for Ukraine to enter the WTO and the EU

The Orange Revolution has generated huge expectations of quick changes and improvement in the quality of the living standard in Ukraine. This is impossible without competitiveness. Quality improvement is also required by the globalization process and preparing to join the World Trade Organization (WTO) and the European Union (EU).

Purpose

A decade ago for competitiveness it was enough to meet the national and international standards ISO, and have relevance certificates for a quality system. Today it is not enough.

Today the enterprises – members of the World Trade Organization (WTO) and the European Union (EU) - compete for customers using socially- oriented concepts of Total quality management (TQM) and the European model of excellence (EFQM). The leading enterprises of Ukraine have implemented these approaches and compete successfully on the European market. Within the single European community all the Ukrainian enterprises will have to do it in order to survive.

Result and comments

TQM is the management of systems in a company to make sure that each department is working in the most effective way and in order to improve the quality of the goods produced or services provided [1].

The Cycle of management in TQM system has the following stages [2]:

1. Excellence Planning;
2. Application of excellence;
3. Self – estimation of the Result.

The main strategies of the TQM are [4]:

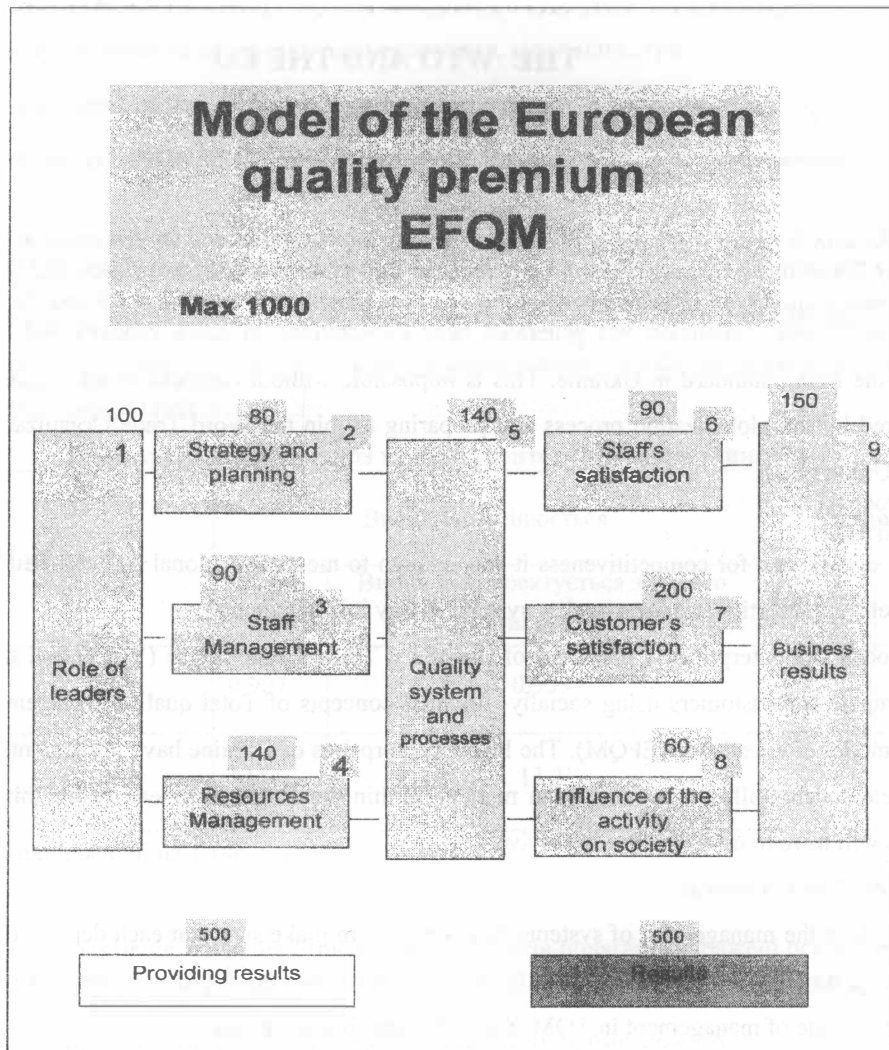
1. Orientation on customers' and buyers' needs;
2. Orientation on interests of employees, partners and the society as a whole;
3. Leading role of top management;
4. Development of programs and projects for constant quality improvement;
5. Teaching Quality;
6. Regular self – estimation of the result.

The peculiarity of the TQM is the orientation on customers and buyers needs, and orientation towards interests of employees, partners and the society as a whole.

Look at the final strategy of TQM. It is the regular self – estimation of the result.

The self – estimation of enterprises in Europe is done in accordance with the European model of excellence EFQM.

EFQM is a model that uses nine fundamental criteria and thirty-two sub criteria to describe the «ideal» organization as it is now seen in Europe (Tabl.1) [3].



Tabl. 1. Model of the European quality premium EFQM

The highest score belongs to the criteria of the Customer's satisfaction, the Quality system and processes, the Role of leaders.

The competition for achievements in the quality sphere is based on the results of self – estimation and expertise.

In Ukraine these competitions are held annually by the Ukrainian quality association.

Enterprises do not get financial awards although certificates and symbolic statues can be used in advertising.

National contests winners take part in the competition for the European quality premium (Tabl.2).

This award proves the highest level of quality management nowadays.

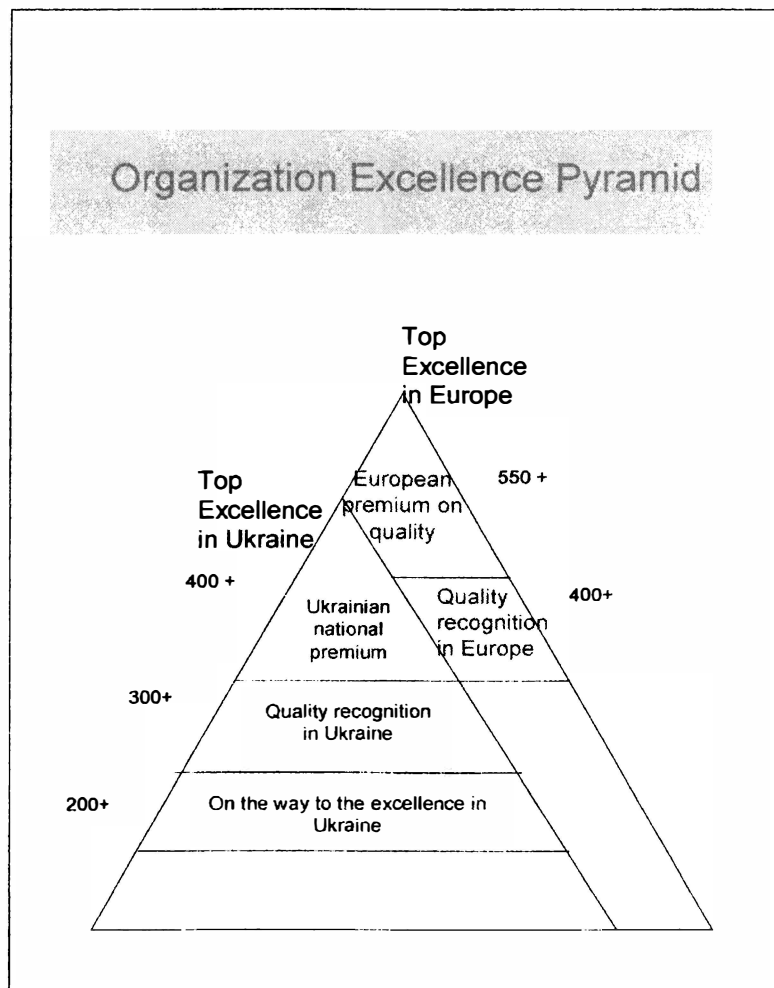


Table 2. Organization Excellence Pyramid

Summary

In 2003 the certificate «Recognition of excellence in Europe» was given to twenty enterprises in Eastern Europe and seven out of them are Ukrainian [3]. It is quite a high indicator, so, in my opinion, Ukraine is absolutely ready to join the WTO and the EU.

LITERATURE

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