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INNOVATIVE MODEL OF QUALITY MANAGEMENT

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Technological and scientific potential of the country determines its competitive position on the market in postindustrial society. The needs in the high quality resources and high production costs make enterprises to develop their potential on the basis of innovative model. New technologies become the key factor in the creation and developing of this model. One of the brightest characteristics of the postindustrial society is the uprising of investment in innovation as the most important factor of economic development. The results of the survey show that innovation in industry sector of economy causes the increasing of GDP as 1:3. In the highly developed countries the technological progress and innovative way of development results in the GDP growth by 90 per cent.

Being one of the important brunches in the making GDP of the country the food industry should be innovative oriented. The problems of healthy nutrition become burning problems in the postindustrial economy. Thus, the forming of the new industry, which will be based on the innovative technologies and healthy food products is determined by the demand of people in healthy food as one of the key factors of the life quality. Today, successful companies understand that quality

provides a competitive advantage. They put the customer first and define quality as meeting or exceeding customer expectations. A new concept of quality is emerging. To realize this concept the only innovative way should be used. Companies that do not meet this standard simply will not survive. The term used for today's new concept of quality is total quality management or TQM.

Model, based on the organizational knowledge and innovation, can provide sustainable growth of the organization that acts in the steadily business environment. Sustainable growth is achieved by the ability of those organizations dynamically consider external changes and promptly implement the necessary innovation based on organizational knowledge. Obviously, the organization's ability to obtain knowledge is a prerequisite for sustainable development. The concept of "innovation" is understood differently. As part of the latest management concepts quality innovations (innovations) is necessary condition for sustainable growth, the ability of fully or partially abandon existing organizational structure and create a new one, if this leads to significant improvement of the characteristics of products and processes.

Analysis of different versions of the ISO 9000 standards shows that the current stage of development of a society characterized need a three-leveled QMS model. To the existing two levels of ISO 9001:2000 (Product improvement and improvement of QMS) today is added the level of innovative development of the organization.

Training is to become a form of living for the employees. If today, according to various sources, leading organizations spend on improving the qualification of their staff to 2% of payroll, in 2013, this figure may reach 10%. It is distinguished individual staff knowledge and organizational knowledge (knowledge throughout the organization). About 80% of knowledge is lost with the loss of personnel and remains only 20%, so it is extremely important to create systems forming organizational knowledge of individual knowledge of its members. Such organizational knowledge is important for further improvements and innovations. Rapid access to, and use of, such knowledge can enhance the organization's ability to manage and maintain its sustained success. Innovation can be applied to issues at all levels [1], through changes in:

- technology or product (innovations that not only respond to the changing needs and expectations of customers or other interested parties, but also to anticipate potential changes in the organization's environment and product lifecycles),
- processes (innovation in the methods for product realization, or innovation to improve process stability and reduce variance),
- the organization (innovation in its constitution and organizational structures),
- the organization's management system (to ensure that competitive advantage is maintained and new opportunities are utilized, when there are emerging changes in the organization's environment).

The organization should assess the risks related to planned innovation activities, including giving consideration to the potential impact on the organization of changes, and prepare preventive actions to reduce those risks, including contingency plans, where necessary. Thus, the effectiveness of realizing the new quality concept depends on the innovative development of the organization.

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