


Chapter 11

Quality Management Obsession: Drive Out Fear, Create Innovative Climate in a Quality Culture

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ABSTRACT

Entrepreneurship is a driving force to modern economies if organizational excellence is achieved. High-quality outputs are important at the local, regional, and international level due to e-commerce evolution in business industries. Therefore, factual approach to solve managerial challenges toward quality at the micro and macro level is on demand to outreach global markets. Even local companies selling locally will have to compete globally with high quality and cost-cutting strategies to gain customer loyalty. The quality challenge is to have consistency in all products and services sold anywhere in the world; this can only be achieved if standardized processes, systems, and training are adopted in a quality culture. As an entrepreneur, acquiring “Quality Strategic Management” approach helps prevention of poor outcomes by keeping failure and appraisal costs to the minimum through quality planning and quality training, quality testing, and quality auditing to avoid factors preventing competitive advantage strategies promptly.

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INTRODUCTION

Three factors inhibit business competitiveness in becoming an entrepreneur. Firstly, family related factors in upbringing to develop soft skills and, hence, application to knowledge areas. However, a person could learn entrepreneurship through family and community, so it may be possible to teach relevant content and application from youth in a contained scale to offer a service or product. Secondly, education-related factors such as a weak curriculum leads to a poorly skilled workforce. Accordingly, the education sector has been focused on research in entrepreneurship in recent decades (Bager, 2011). Thus, research on entrepreneurship has become an important aspect to the higher education decision makers due to the significant economic surplus. Additionally, its relation of behavioral sciences including quality management, economics, sociology, and psychology in a hybrid approach have presented many success stories in the market. Thirdly, business-related factors that focus on a variety of knowledge areas such as internships or summer jobs support successful outcomes. Specifically, as what will be shown below, acquiring knowledge from a quality management system perspective correlates a positive outcome for entrepreneurs through the “Do” and “Act” of quality continual improvement.

Quality is a relative term. It is more concerned with the end use of a product or service. Therefore, quality definition reference to Juran views quality as “the fitness for use or purpose at the most economical level.” (Bryce & Troy, 2018) Customers select the quality grade of product from the market as well as from what one can afford. With that in mind, as an entrepreneur, one has to then ensure the quality process in order to achieve positive, revenue impact outcome.

Background

Late 20th century was the emergence of the new management of principles labeled “quality management.” The term “Quality” was given importance and had in its fold in introducing concepts such as support, business improvement, waste minimization, customer satisfaction feedback, and risk management (9000:2005, 2005). The term ‘quality’ differs from person to person when a product is perceived as good quality, but perceived to be of bad quality

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