



CROATIAN QUALITY MANAGERS SOCIETY

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# 18<sup>th</sup> INTERNATIONAL SYMPOSIUM ON QUALITY „QUALITY AS A STRATEGY“

## Notification

March, 22<sup>nd</sup> -24<sup>th</sup> 2017  
Croatia, VODICE, Hotel Punta



City of Vodice

## THEMATIC AREAS

Papers should address the following thematic areas:

- Quality as a strategy
- Quality and social responsibility
- ISO 9001:2015 and ISO 14001:2015 revisions
- Process and project management in theory and practice
- Quality and competitiveness
- Process environmental management
- Process risk management
- Managing for the sustained success
- Quality in public sector and accredited organisations
- Quality in production and construction
- Quality in media
- Quality in health and tourism
- Quality in politics
- Quality in education and sports
- Quality and traffic systems
- Quality as a science
- Integrated management systems

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## FOREWORD

Dear colleagues, members of the Croatian Quality Managers Society, scientists and professionals in the management systems field, dear friends, it is my pleasure to invite you to actively participate in the 18<sup>th</sup> International Symposium on Quality, under the working title QUALITY AS A STRATEGY.

We are starting the preparations for the Symposium in the period of economic growth in Croatia. GDP is increasing. Growth rates are around 2 and more percent. The fact that all elements of GDP are increasing is encouraging (industrial production, export, consumption of citizens, investments). Unemployment rate is decreasing, meaning that the number of employed population rises due to opening of new work places. In 2016 tourism records the best results since the beginning of Croatian independence.

EU member states also record a growth of GDP. The price of oil in the world markets is still relatively low. However, the EU, as well as some European countries, still not formal EU members, on the so called Balkan route, are preparing for a new wave of migrants from North African and Middle East countries, but also from Central Africa and the Far East countries.

Globally, there are significant risks for stability of European and world economy: Brexit and its consequences, still unknown, attempt of coup d'état in Turkey, frequent terrorist attacks in European countries, war in Syria and in the Middle East, presidential election in the USA, deceleration of economic growth in China and many others.

In such circumstances, every country and every organization tries to protect itself as much as possible from possible unwanted consequences, although the impacts of global movements cannot be eliminated. New solutions and possibilities of growth and development are looked for. We believe that one of possible solutions is quality embedded as a strategy in the management system of every organization and every state. And this is where the working title of this symposium comes from: QUALITY AS A STRATEGY.

Conflict is a constant on a global scale. While, on the one side, changes in relations on the geopolitical world map, political crises, strengthening of terrorism, climatic changes, negatively impact economic movements in the world and development of global economy, and increase risks, at the same time thousands of scientists and professionals all over the world, in gatherings equal or similar to this one, as well as daily in their work places, try to find solutions by applying quality as a strategy.

We in the CQMS continue to make every effort to collect a critical mass of knowledge and competence in the field of management systems, through theory and practical experience, in order to give our contribution to development of awareness of the need to integrate quality as a strategy in the management system of every organization. We tend to claim that it is the correct path or the least bad path to prosperity of national economies and lessening of global imbalances that are the vital cause of instability and crises at the global level. On the standpoint that quality is a good development strategy, it is possible to develop competitive ability of the economy, ensure material wellbeing of citizens and develop democracy. Practical examples substantiating this are around us.

By studying the socio-economic reality, its causes and consequences, it may be concluded with great certainty that bad quality is the cause of all imbalances, meaning crises, conflicts, wars and other manifestations of destruction. Implementation of quality principles in everyday activities, in all processes that in any way affect our lives would certainly make the world a better place to live in. The whole repressive apparatus of the world: armies, police, intelligence, courts, prisons, special services and numerous other institutions have been invented and have existed in order to mitigate consequences of imbalances caused by lack of quality. What would happen if this expensive repressive apparatus would become unnecessary or would be significantly reduced at the global level, and if these financial means would be invested in health and education is hard even to assume.

Our capacities do not reach that far, but we feel that it is our duty as scientists and professionals to make our contribution to the idea of quality as a strategy. To this purpose we started organizing the 18<sup>th</sup> international symposium on quality and invited all of you to exchange experiences and ideas, with the aim to find acceptable solutions leading to prosperity.

Through presentation of scientific and expert papers from the scope of management systems by scientists and professionals from the country and from abroad, we want to point out that a more significant promotion of quality as a strategy in all organizations and sectors may considerably contribute to development of competitiveness of economy at the global level. Equally, with this symposium we want to point out to the professional but also to the other public, that there are answers to the most difficult questions of human existence and that they can significantly mitigate imbalances, both at the micro and the global level.

This time, after many years, we are again in Vodice, a beautiful tourist place of the Croatian Adriatic. We look forward to seeing you, participants from some fifteen countries of the world, who would, with your partaking, make a contribution to development of the concept of quality as a strategy and give us numerous examples of this in your own surroundings.

And thank you for that.

Miroslav Drljača, Ph.D., President of the CQMS

#### **INSTRUCTIONS FOR PREPARATION OF PAPERS:**

Papers shall be prepared using personal computers (MS Word, Times New Roman 12 pt) and sent by e-mail to: [info.hdmk.hr](mailto:info.hdmk.hr)

Papers may be prepared in the following languages: Croatian, English or Russian and they will be published in the Proceedings in these languages. Paper title, key words and abstracts of works written in Croatian and Russian shall be translated in English.

Authors shall give the following data: name and surname, profession and title, name, place and country of the company or institution in which they are employed, and their e-mail address.

Instructions for preparation of papers, in Croatian and English, can be found on the web page: [www.hdmk.hr](http://www.hdmk.hr)

#### **PROCEEDINGS PUBLISHER:**

Croatian Quality Managers Society, Radoslava Cimermana 36a, Zagreb, Croatia

All wanted to participate in the Symposium with a written paper, a presentation or a poster are invited to submit the title and the abstract of their paper not later than **22<sup>nd</sup> DECEMBER 2016**, to the e-mail address: [info@hdmk.hr](mailto:info@hdmk.hr)

Finished manuscripts should be received not later than **5<sup>th</sup> JANUARY 2017**, and after a positive review and preparation they will be published in the Symposium Proceedings and on a CD. The Proceedings and the CD will be published with the ISBN number issued by the Croatian National and University Library. All published papers will have the CIP cataloguing in the publication and the JEL classification – Journal of Economics Literature, EconLit, Pittsburg, USA.

#### **REGISTRATION/PARTICIPATION FEE:**

Symposium fee (full time) is HRK 2,250.00 or EUR 300. One day fee is HRK 1.500,00 or EUR 200. It includes: printed Proceedings Book, Proceedings on a CD, welcome drink, coffee breaks, excursion and a joint dinner.

CQMS members (with 2015 and 2016 membership fee paid in full) receive a fee discount of **10%**, and they pay the registration fee until **January, 15<sup>th</sup> 2017** they are entitled to additional **15%** discount. Retired CQMS members do not pay registration fees.

Attendees who are not the CQMS members, if their registration fee is paid until **January, 15<sup>th</sup> 2017** receive a **15%** discount. The organiser is not in the VAT system and VAT is not calculated on the fee amount.

Payment to the giro account of the CQMS, Radoslava Cimermana 36a, 10000 Zagreb, Croatia: **SWIFT ZABAHR 2X IBAN HR0623600001101505393**.

#### **CITY OF VODICE:**

The Symposium is held in the City of Vodice, in the Šibensko-kninska County. More information on the city of Vodice here: <http://www.vodice.hr/hr/home>

#### **HOTEL:**

The Symposium is held in the PUNTA hotel. Participants may book the hotel using the form to be found on the web page: [www.hdmk.hr](http://www.hdmk.hr). Information on the hotel complex and the hotel may be found here: <http://www.hotelivodice.hr/index.php/hr/konferencije-i-banketi>

#### **HOW TO COME TO VODICE:**

**By airplane:** Zračna luka Zadar (Zadar Airport) <http://www.zadar-airport.hr/> 76 km distance and Zračna luka Split (Split Airport) 72 km distance [www.split-airport.hr](http://www.split-airport.hr)

**By car:** on A1 motorway via Zagreb. Exit PIROVAC. Distance from Zagreb to Vodice is 326.69 km or 3 hour drive. Toll 138 HRK or cca 18.50 EUR one way.

**By bus:** Autobusni kolodvor Zagreb (Zagreb Bus Terminal) to Vodice <http://www.akz.hr/>

**By train:** Zagreb Glavni kolodvor (Zagreb Main Station) to Šibenik <http://www.hzpp.hr/voznired>



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**18<sup>th</sup> INTERNATIONAL SYMPOSIUM ON QUALITY  
„QUALITY AS A STRATEGY“**

Vodice, Croatia, March, 22<sup>nd</sup> – 24<sup>th</sup> 2017  
Hotel Punta – Vodice, Grgura Ninskog 1

**PROGRAM**

<b>Wednesday: 22.3.2017.</b>		
15:00 – 21:00	Registration of participants	Hotel Punta, Reception desk
17:00 – 18:30	Panel discussion: “Quality as a Strategy”. Panelists: Dr. sc. Miroslav Drljača (Croatia); Prof. dr. Zoran Punoševac (Serbia); Prof. dr. Luminita Parv (Romania); Juhani Anttila MSc. (Finland); Nevenka Gašparac, MSc. (Croatia)	Hotel Punta Hall, Consilium, Lobby
18:45 – 19:15	Meeting of the MSEECQI Steering Committee – Middle and South East European Countries Quality Initiative	Hotel Punta Hall Consilium, Lobby
19:15 – 20:00	Book promotion, Authors: Renata Stasiak-Betlejewska (Poland), Marek Potkany (Slovakia), Luminita Parv (Romania): „ <i>Contemporary trends in the innovative production and services management</i> “ Publisher: Croatian Quality Managers Society, Croatia, 2016.	Hotel Punta Hall Consilium, Lobby
20:00 – 23:00	Welcome drink Promotion and award of new generation of EOQ managers and auditors (Music)	Hotel Punta Lobby
<b>Thursday: 23.3.2017.</b>		
08:00 – 09:30	Breakfast Registration of participants	Hotel Punta, Restaurant Hotel Punta, Reception
09:30 – 10:30	Symposium opening ceremony	Hotel Punta, hall Punta
10:30 – 11:00	Coffee break	Hotel Punta, Lobby
11:00 – 12:30	Presentation of papers (Plenary session)	Hotel Punta, hall Punta
12:30 – 13:00	Coffee break	Hotel Punta, Lobby
13:00 – 14:30	Presentation of papers (Session 1)	Hotel Punta, hall Punta
	Presentation of papers (Session 2)	Hotel Punta, hall Consilium
14:30 – 15:30	Free time for lunch and rest	
15:30 – 19:00	Excursion to the city of Šibenik (Bus transportation, professional guidance in English and Croatian). Bus dep. at 15:30 h in front of the Punta hotel	Departure Hotel Punta City of Šibenik
19:00 – 24:00	Joint dinner in a hotel Punta restaurant with Music	Restaurant, ground floor
<b>Friday: 24.3.2017.</b>		
08:00 – 09:15	Breakfast Registration of participants	Hotel Punta, Restaurant Hotel Punta, Reception
09:15 – 10:45	Presentation of papers (Session 1)	Hotel Punta, hall Punta
	Presentation of papers (Session 2)	Hotel Punta, hall Consilium
10:45 – 11:15	Coffee break	Hotel Punta
11:15 – 12:30	Presentation of papers (Plenary session)	Hotel Punta, hall Punta
12:30 – 12:45	Closing of the Symposium	Hotel Punta, hall Punta

Presentation of papers in sessions will be simultaneously translated from English to Croatian and from Croatian to English. Presentations last for maximum 15 minutes.

**FOR ALL INFORMATION PLEASE CONTACT:**

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