



HRVATSKO DRUŠTVO MENADŽERA KVALITETE

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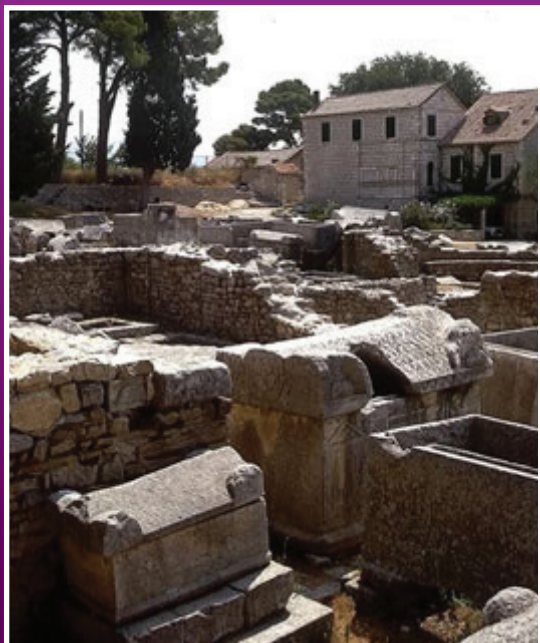
# 13<sup>th</sup> INTERNATIONAL SYMPOSIUM ON QUALITY „QUALITY AND SOCIAL RESPONSIBILITY“

## Final Notification

March, 15th - 16th 2012

SOLIN

Hotel President



## TOPICS

As stated in the foreword, the Symposium will include the following topics:

- Quality and social responsibility
- Quality and competitiveness
- Process and project management in theory and practice
- Implementation of EU Directives
- Process environment management
- Process risk management
- Managing for the sustained success of an organization
- Quality and the public sector
- Quality in industry and construction industry
- Quality in media
- Quality in healthcare and tourism
- Quality in politics
- Quality in education and sports
- Quality in authorized bodies
- Quality and transport systems
- Quality as science
- Integrated management systems

## ORGANIZING COMMITTEE:

Miroslav Drljača, Ph.D., Zagreb Airport, Ltd.,  
(President CQMS)

Marko Bešker, Ph.D., OSKAR, Zagreb

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Zagreb

Sanja Rojčević, B.A.CRJ., Klara, Profi kod,  
Zagreb

## INVITATION TO AUTHORS

You are invited to contribute to the success of the Symposium through active participation by submitting a symposium paper or presentation.

## SYMPOSIUM PAPER FORMAT INSTRUCTIONS

Papers are to be word processed (Word, Times New Roman 12 pt) and submitted via e-mail. The Proceedings will be published in the Croatian language, with summaries also printed in English. Authors are, therefore, kindly asked to submit the paper summary both in the Croatian, and in the English. Authors are kindly asked to submit the following details: name, surname, occupation, title, name, city and, the country of the company seat, or employer, and e-mail address.

# INTRODUCTORY WORD

*Dear colleagues, members of the HDMK, scientists and experts in the field of management systems, dear friends, it is my pleasure to invite you to actively participate in the 13th International Symposium on Quality, under the working title QUALITY AND SOCIAL RESPONSIBILITY.*

*We are starting preparations for the Symposium at the time when we all feel consequences of the crises and when there are still no relevant indications of economic recovery, in the period preceding parliamentary elections and closing stages of many scandals in our society, at the time of management crisis at all levels. All this shows that causes of the economic crisis are primarily of structural nature, and that the crisis may only be overcome through implementation of significant social reforms. And these have been implemented too slowly, this being one of the main reasons for slow economic recovery and further worsening of Croatia's position at the global competitiveness scale.*

*The closure of the EU negotiations is a significant global framework for Croatia's future. The more so, since it means that the process of adjustments to the EU standards has been completed and these standards are applied in the everyday practice to a great extent. This is an important assumption for designing a new vision, strategy and policy for faster development of the economy and the society as a whole. The social reforms started should be fully implemented to the benefit of the present and future generations.*

*The neoliberal concept of capitalism shows its character and shortcomings on daily basis. Profit as a dominant measure of success entails a corresponding risk. In this context it is particularly important to plan and realize the economic growth and development on the principles of social responsibility and sustainability.*

*Quality as a science, a philosophical approach and practical acting, represents a significant unexploited resource that may contribute to implementation of social reforms and creation of a new value system rooted in knowledge, work, integrity, business ethics, social responsibility and striving to business excellence. On these roots it is possible to develop competitive abilities of Croatian economy and democracy, in the long run.*

*By organizing the 13th International Symposium on Quality the HDMK desires to give its scientific and expert contribution to creation of the new value system as a starting point for implementation of social reforms. Through presentation of scientific and expert papers from the scope of management systems we wish to present the newest scientific theoretical and practical achievements, pinpoint.*

Miroslav Drljača, Ph.D.  
CQMS President



Thirteenth International Symposium on Quality  
„QUALITY AND SOCIAL RESPONSIBILITY“  
March, 15th - 16th 2012.

ORGANIZED BY:  
Croatian Quality Managers Society

PUBLISHER OF THE PROCEEDINGS:  
OSKAR - Centre for development and quality, Ltd., Zagreb

All wishing to participate with a Symposium paper, presentation or a poster presentation are to register the title and summary of the work by 15th NOVEMBER 2011 to: info@hdmk.hr Completed works can be entered by 15th JANUARY 2012, and following a positive review and edition, will be published in the Symposium Proceedings

FOR ALL INQUIRIES PLEASE CONTACT:

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Symposium registration fee for two days participation is 2.250,00 kuna (+VAT) or € 300, and for one day participation 1.500,00 kuna (+VAT) or € 200. CQMS members (subject to membership paid for 2012) are entitled to **10%** discount. Payment of the registration fee by 15<sup>th</sup> January 2012 receive **20%** discount. Payments are made to CQMS, Cimermanova 36a, 10000 Zagreb, giro account no:

**2360000-1101505393**

or foreign currency account: SWIFT ZBAHR 2X

**IBAN HR0623600001101505393.**

CQMS quote available upon request.