



CROATIAN QUALITY MANAGERS SOCIETY

[www.hdmk.hr](http://www.hdmk.hr)

• Visegrad Fund

# 17<sup>th</sup> INTERNATIONAL SYMPOSIUM ON QUALITY „QUALITY MAKES A DIFFERENCE“

## Notification

March, 16<sup>th</sup> -18<sup>th</sup> 2016

Croatia, ZADAR, Hotel Funimation Club Borik-Falkensteiner Hotel



City of Zadar

## THEMATIC AREAS

Papers should address the following thematic areas:

- Quality makes a difference
- 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

## ORGANISER:



CROATIAN QUALITY MANAGERS SOCIETY, Zagreb, Croatia

## ORGANISING COMMITTEE:

Miroslav Drljača, Ph.D., Zračna luka Zagreb d.o.o.,  
Chairman of the Organising Committee, Zagreb, Croatia

Anita Bešker, B.Ed., OSKAR d.d., Zagreb, Croatia  
Juhani Anttila, M.Sc., IAQ, Finland  
Renata Stasiak-Betlejewska, Ph.D. Eng., Poland  
Marko Bešker, Ph.D., OSKAR, Zagreb, Croatia  
Josip Čiček, Ph.D., Bjelovar, Croatia  
Ljubica Kolbas, B.Ed., Zagreb, Croatia

Renato Barišić, B.S. Eng., Algebra, Zagreb, Croatia  
Ana Vrkić Smirčić, B.S.Eng., Zagreb, Croatia  
Professor Polina A. Bavina, Ph.D., Russia  
Zvonimir Polanec, B.S.Econ. OSKAR-EDUKOS, Croatia  
Sanja Rojčević, B.S.Crim. ZP Klara d.d., Croatia  
Zvonimir Majić, Ph.D., Pliva Croatia d.o.o., Croatia

**CO-ORGANIZERS:**



MIDDLE AND SOUTH EAST EUROPEAN COUNTRIES QUALITY INITIATIVE, Zagreb, Croatia



CZESTOCHOWA UNIVERSITY OF TECHNOLOGY, FACULTY OF MANAGEMENT, Czestochowa, Poland



HERZEN STATE PEDAGOGICAL UNIVERSITY, INSTITUTE OF ECONOMICS AND MANAGEMENT  
St. Petersburg, Russia

**Symposium financial support in the frame  
of International Visegrad Standard Grant ID 21520171**

**“QUALITY MAKES A DIFFERENCE”**

- 
- Visegrad Fund
- 
- 

**MEDIA AUSPICES OF:**

**poslovni savjetnik®**  
NAJČITANIJI POSLOVNI MJESEČNIK

privredni vjesnik

**Kvalitet**  
& izvrsnost



**Zadarski**LIST

## SCIENTIFIC, EDITORIAL AND REVIEW BOARD:

Josip Čiček, Bjelovar, Ph.D., Croatia – Board Chairman

Prof. Elena N. AGAPOVA, Ph.D., St. Petersburg, Russia  
Prof. Ivanka AVELINI HOLJEVAC, Ph.D., Croatia  
Doc. Tomislav BAKOVIĆ, Ph.D., Zagreb, Croatia  
Prof. Jani BARLE, Ph.D., Split, Croatia  
Prof. Polina A. BAVINA, Ph.D., St. Petersburg, Russia  
Prof. Stipe BELAK, Ph.D., Zadar, Croatia  
Marko BEŠKER, Ph.D., Zagreb, Croatia  
Dr. Atul BHASKARRAO BORADE, Yavatmal, India  
Doc. Krešimir BUNTAK, Ph.D., Varaždin, Croatia  
Prof. Suleyman DEGIRMEN, Ph.D., Mersin, Turkey  
Doc. Zlata DOLAČEK-ALDUK, Ph.D., Osijek, Croatia  
Prof. Pedro J. T. DOMINGUES, Ph.D., Portugal  
Miroslav DRLJAČA, Ph.D., Zagreb, Croatia  
Ph.Dr., Katarina DURKOVA, Ph.D., Trnava, Slovakia  
Prof. Vesna DUŠAK, Ph.D., Varaždin, Croatia  
Ines DUŽEVIĆ, Ph.D., Zagreb, Croatia  
Marilyn DYASON, Ph.D., Bedford, UK  
Dragutin FUNDA, Ph.D., Zaprešić, Croatia  
Prof. Dragana GRUBIŠIĆ, Ph.D., Split, Croatia  
Ing. Vladimir IHNAT, Ph.D., Bratislava, Slovakia  
Prof. Miloš JELIĆ, Ph.D., Belgrade, Serbia  
Ana JUZBAŠIĆ, Ph.D., Belgrade, Serbia  
Professor Emeritus Michael KAYE, UK  
Prof. dr. Ivan MIHAJLOVIĆ, Bor, Serbia  
Doc. Živko KONDIĆ, Ph.D., Varaždin, Croatia

Prof. Tonći LAZIBAT, Ph.D., Zagreb, Croatia  
Prof. Ivan MENCER, Ph.D., Rijeka, Croatia  
Prof. Sulejman META, Ph.D., Tetovo, Macedonia  
Prof. Msc. Natasa NAPRSTKOVA, Ph.D., Czech R.  
Prof. ing. Darja NOSKIEVICOVA, CSc., Czech Republic  
Ivica OSLIĆ-Zagreb, Ph.D., Zagreb, Croatia  
Dr. Eng. Luminita PARV, Brasov, Romania  
Prof. Jasmina PAŠAGIĆ-ŠKRINJAR, Ph.D., Croatia  
Prof. Jerko PAVLIČEVIĆ, Ph.D., Mostar, B&H  
Diana PLANTIĆ-TADIĆ, Ph.D., Zagreb, Croatia  
Prof. Ing. Marek POTKANY, Zvolen, Slovakia  
Jasminka SAMARDŽIJA, Ph.D., Zagreb, Croatia  
Prof. Paulo A. da C. A. SAMPAIO, Ph.D., Portugal  
Doc. Ing. Katarina STACHOVA, Ph.D., Slovakia  
Renata STASIAK-BETLEJEWSKA, Ph.D.Eng., Poland  
Prof. Sanja STEINER, Ph.D., Zagreb, Croatia  
Ing. Katarina LESTYANSZKA SKURKOVA Ph.D, Slovakia  
Prof. Azis ŠUNJE, Ph.D., Sarajevo, B&H  
Doc. Ing. Daniela TESAROVA, Ph.D., Brno, Czech R.  
Prof. Victor V. TIMCHENKO, Ph.D., St. Petersburg, Russia  
Ing. Adam TOROK, Ph.D., Budapest, Hungary  
Prof. PCz. Dr. hab. inż. Robert ULEWICZ, Poland  
Prof. Vidoje VUJIĆ, Ph.D., Rijeka, Croatia  
Prof. Nenad VULIĆ, Ph.D., Split, Croatia

## CO-ORGANIZERS AND VISEGRAD PARTNERS

1. VŠB - Technical University of Ostrava, Faculty of Metallurgy and Materials Engineering, Czech Republic.
2. Department of Furniture, Design and Habitat, Faculty of Forestry and Wood Technology, Mendel University in Brno, Czech Republic.
3. Faculty of Production Technology and Management, University of Jan Evangelista Purkyně in Ústí nad Labem, Czech Republic.
4. Budapest University of Technology and Economics, Hungary.
5. Institute of Production Engineering, Faculty of Management, Czestochowa University of Technology, Poland.
6. The Managers of Quality and Production Association, Czestochowa, Poland.
7. School of Economics and Management in Public Administration, Bratislava, Slovakia.
8. University of Ss. Cyril and Methodius in Trnava, Slovakia.
9. Slovak University of Technology in Bratislava, Faculty of Material Sciences and Technology in Trnava, Slovakia.
10. Centre for the Development of Wood processing, Furniture and Pulp and Paper Industry, Slovakia.
11. Technical University in Zvolen, Faculty of Wood Sciences and Technology, Department of Enterprise Management, Slovakia.
12. University of Belgrade, Technical Faculty in Bor, Serbia.
13. Transilvania University of Brasov, Romania.
14. Mersin University, School of Economics and Administrative Sciences, Department of Economics, Turkey.
15. Department of Mechanical Engineering, Jawaharlal Darda Institute of Engineering and Technology, Yava, India.

## 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 17<sup>th</sup> International Symposium on Quality, under the working title *QUALITY MAKES A DIFFERENCE (KVALITETA ČINI RAZLIKU)*.

We are starting the preparations for the Symposium in the period of recovery from the recession that has lasted for years in Croatia. GDP increases. Although growth rates are still relatively low (in the first quarter of 2015 it grew by 0.5%, in the second by 1.2%), encouraging is the fact that all GDP elements rise (industrial production, export, mass consumption, investments). Unemployment rate is decreasing, meaning that the number of employed population rises due to opening of new work places. In 2015 tourism records the best results since the beginning of Croatian independence.

EU member states also record a GDP growth. Oil prices in world markets have been declining for a significant time period. However, the EU, as well as some European countries, still not formal EU members, encounter a wave of migrants from North African and Middle East countries, but also from Central Africa and the Far East countries. The main reason for such big migrant wave is escape from war and danger, but it is also economically motivated. Their aim is the EU, primarily Germany, Sweden and several other more developed West European countries. The EU, but also the world, was not completely ready for the big migrant wave, although a large number of people have migrated for months already. This migrant wave has also negatively affected bilateral relations of some European countries.

Globally, there are attempts to create new geopolitical divisions of the world, the Ukrainian crisis threatening to escalate and manifest its negative effect on the economy of EU countries and Russia, and to provoke a big energy crisis. Strengthening of terrorism in some parts of the world presents a serious threat to global security and economy. Aspirations of some regions for autonomy and independence seriously threaten to remap Europe, and this shall have repercussions on economy of these countries, but also of the EU. One of undoubtedly positive moments on the global level is a historic agreement of the USA and China on the climate, relating to limitation of greenhouse gas emissions.

Significant changes have also happened in the field of standardization. ISO 14001:2015 was published on September 15, 2015 and ISO 9001:2015 on September 23. ISO 14001:2015 contains the following key improvements: 1) increased role of top management, 2) compatibility with strategic direction, 3) increased human environment protection focused at proactive action, 4) more efficient communication, and 5) contemplating environmental protection issues from the product or service life cycle perspective. Some of the changes in ISO 9001:2015 concern terminology. However, there are also some key updates, such as: 1) high level structure in line with the ISO Annex SL, 2) understanding the organization and its context, 3) full process approach to organizational management, 4) introducing the requirement for risk management. In the coming years, a significant work is ahead of all of us who are somehow engaged in this field. Both revised standards can be used by organisations as a competitive advantage over their competitors. And this is where the title of this symposium comes from: *QUALITY MAKES A DIFFERENCE*.

While, on the one hand, changes in relations on the geopolitical map of the world, political crises, strengthening of terrorism and climate changes negatively affect economic movements in the world and development of the global economy increasing risks, on the other hand the ISO 9001:2015 and ISO 14001:2015 standards aim at accepting requests of users across the world to create a new normative framework that should contribute to competitiveness of global market participants. Quality, in the broadest sense of the word, has the task and the possibility to reduce impacts of the mentioned negative global movements and contribute to the welfare of mankind. It can only be achieved if it is accepted as a business philosophy and a way of life. If it is materialized as quality of production and service provision, quality of education, quality of health care, quality of politics, quality of media, quality of life, hence, if it encompasses all segments of human activities and life.

For the Republic of Croatia it is of utmost importance to put all available resources to the function of implementation of the initiated reforms and creation of prerequisites for sustainable growth and development. We in the CQMS still think, based on results of researches, that quality as a science, a philosophical approach and a practical activity, is an insufficiently exploited resource, and we are convinced that it can contribute to implementation of social reforms and economic recovery and creation of presumptions for sustainable growth and development, based on optimal use of our own resources. At this postulate it is possible to develop the competitive capacities of the national economy, provide material prosperity to our citizens and develop democracy.

By studying the socio-economic reality and its causes, and by finding suitable strategies, policies and setting realistic goals, especially in the area of management systems (quality, environment, risks, social responsibility, safety, etc.) the CQMS want to give its scientific and professional contribution to implementation of social reforms and quality of management in Croatia, by organizing this 17<sup>th</sup> international symposium on quality. 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 broader implementation of quality management system in all sectors makes a difference and can offer a relevant contribution to development of competitiveness of economy at the global level. Equally, with this symposium we want to present the newest scientific theoretical and practical achievements, emphasize the potential contribution of quality to development and offer sustainable solutions.

This year Symposium and the CQMS got Visegrad support. That support means the partnership and the support of 15 institutions from 8 countries: Czech Republic, Hungary, India, Poland, Romania, Serbia, Slovakia and Turkey. This support means an exchange of ideas, results of the scientific research and the support the organization of the Symposium. Finally, this cooperation and partnership means financial support of Visegrad Fund for the CQMS and 17<sup>th</sup> International Symposium on Quality.

#### **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 **10<sup>th</sup> DECEMBER 2015**, 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 2016**, 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, Proceedings on a CD, welcome drink, coffee breaks, excursion and a joint dinner.

CQMS members (with 2014 and 2015 membership fee paid in full) receive a fee discount of **15%**, and they pay the registration fee until **December, 31<sup>st</sup> 2015** they are entitled to additional **10%** discount. Retired CQMS members do not pay registration fees.

Attendees who are not the CQMS members, if their registration fee is paid until **December, 31<sup>st</sup> 2015** 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 ZADAR:**

The Symposium is held in the City of Zadar, in the Zadar County. More information on the city of Zadar here:

<http://www.zadar.travel/>, and a photo gallery may be seen at the following link:

<https://www.google.hr/search?q=Zadar&biw=1920&B&H=817&tbm=isch&tbo=u&source=univ&sa=X&ved=0CCQQsARqFQoTCMXw1ujKmsgCFQIPLAodnIME1A&dpr=1>

#### **HOTEL:**

The Symposium is held in the Funimation Club Borik-Falkensteiner 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.falkensteiner.com/hr/hotel/borik?gclid=CJz\\_rcPMmsgCFWkOwwodD2oN\\_A](http://www.falkensteiner.com/hr/hotel/borik?gclid=CJz_rcPMmsgCFWkOwwodD2oN_A)

#### **HOW TO COME TO ZADAR:**

**By airplane:** Zračna luka Zadar (Zadar Airport) <http://www.zadar-airport.hr/>

**By car:** on A1 motorway via Zagreb. Exit Zadar I. Distance from Zagreb to Zadar is 289.02 km (253 km on motorway) or two and a half hour drive. Toll 117 HRK or cca 15.50 EUR in one direction.

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

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

#### **CQMS ANNIVERSARY:**

In 2016 the Croatian Quality Managers Society celebrates the 20<sup>th</sup> anniversary of its foundation and activity. The Society was founded on 3 July 1996, at the Constituent Assembly held in Zagreb. [www.hdmk.hr](http://www.hdmk.hr)

**17<sup>th</sup> INTERNATIONAL SYMPOSIUM ON QUALITY  
„QUALITY MAKES A DIFFERENCE“**



Visegrad Fund

Zadar, Croatia, March, 16<sup>th</sup> – 18<sup>th</sup> 2016  
Funimation Club Borik-Falkensteiner Hotel

**PROGRAM**

<b>Wednesday: 16.3.2016</b>		
15:00 – 21:00	Registration of participants	Hotel Funimation reception desk
17:00 – 18:30	Panel discussion: „Quality Makes a Difference. Moderator: Miroslav Drljača, PhD Panelists: Anita Bešker – Croatia, Dr. Mila Božić – Solvenia, Dr. Laszlo Vajda – Hungary, Dr. Marylin Dyason – GB, Prof. dr. Renata Novakova - Slovakia	Hotel Funimation Bura Hall
18:45 – 19:20	Meeting of the MSEECQI Steering Committee – Middle and South East European Countries Quality Initiative	Hotel Funimation Bura Hall
19:25 – 19:45	Visegrad partnership training: „Protection of the intellectual property in Visegrad and Balcan countries. Significance of its value for scientific research and business acitivity.“ (Ing. Renata Stasiak-Betlejewska, PhD, Poland)	Hotel Funimation Bura Hall
19:45 – 23:00	Welcome drink Promotion and award of new generation of EOQ managers and auditors. Award of acknowledgements on the occasion of the CQMS 20 <sup>th</sup> anniversary. Awarding of Visegrad partners (Appearance of <i>klapa</i> „Sukošan“)	Hotel Funimation Tramontana Bar
<b>Thursday: 17.3.2016</b>		
08:00 – 09:30	Breakfast Registration of participants	Hotel Funimation, Restaurant Hotel Donat, Reception 1 <sup>st</sup> floor
09:30 – 10:30	Symposium opening ceremony	Hotel Donat, Big hall
10:30 – 11:00	Coffee break	Hotel Donat, 1 <sup>st</sup> floor
11:00 – 12:30	Presentation of papers (Plenary session)	Hotel Donat, Big hall
12:30 – 12:45	Book promotion, „100 Croatian Leaders“, by author dr. sc. Jasminka Samardžija	Hotel Donat, Big hall
12:45 – 13:00	Coffee break	Hotel Donat, 1 <sup>st</sup> floor
13:00 – 14:30	Presentation of papers (Session 1)	Hotel Donat, Big hall
	Presentation of papers (Session 2)	Hotel Donat, Small hall
14:30 – 15:30	Free time for lunch and rest	
15:30 – 19:00	Excursion to the city of Zadar (Bus transportation, professional guidance in English and Croatian). Bus dep. at 15:30h in front of the Funimation hotel	Departure Hotel Funimation City of Zadar
19:00 – 24:00	Joint dinner in a restaurant with Dalmatian Music	
<b>Friday: 18.3.2016</b>		
08:00 – 09:15	Breakfast Registration of participants	Hotel Funimation, Restoran Hotel Donat, Recepcija 1 <sup>st</sup> floor
09:15 – 10:45	Presentation of papers (Session 1)	Hotel Donat, Big hall
	Presentation of papers (Session 2)	Hotel Donat, Small hall
10:45 – 11:15	Coffee break	Hotel Donat, 1 <sup>st</sup> floor
11:15 – 12:30	Presentation of papers (Plenary session)	Hotel Donat, Big hall
12:30 – 12:45	Closing of the Symposium	Hotel Donat, Big hall

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:**

Croatian Quality Manager Society:

Zvonimir Polanec: +385 1 6556-233; E-mail: [zvonimir.polanec@oskar.hr](mailto:zvonimir.polanec@oskar.hr)

Anita Zado Bešker: + 385 98 672292; E-mail: [anita.besker@oskar.hr](mailto:anita.besker@oskar.hr)