VOLUME 6 NUMBER 4 Nov 2014

# International Journal of Information, **Business and Management**





## International Journal of Information, Business and Management

#### **ABOUT JOURNAL**

The International Journal of Information, Business and Management (IJIBM) was first published in 2009, and is published 4 issues per year. IJIBM is indexed and abstracted in EBSCO, DOAJ, Ulrich's Periodicals Directory, Cabell's Directory, ProQuest (ABI/INFORM Global), IndexCopernicus, JournalSeek, New Jour, getCITED, Directory of Research Journals Indexing, Open J-Gate, Universal Impact Factor, CiteFactor, ResearchBib, EBSCO Open Access Journals, Scientific Indexing Service, InnoSpace - SJIF Scientific Journal Impact Factor, The Index of Information Systems Journals, National Central Library Taiwan, National Library of Australia. Since 2011, the IJIBM is listed and inedxed in the Cabell's Directory in Computer Science and Business Information Systems (www.cabells.com), which is accepted in many universities for credit towards tenure and promotion. Since 2013, the IJIBM has been included into the EBSCO (Business Source Corporate Plus database), one of the largest full-text databases around the world. Since 2013, the IJIBM has been included into the ProQuest (ABI/INFORM Global) list.

IJIBM is an international journal that brings together research papers on all aspects of Information, Business and Management in all areas. The journal focuses on research that stems from academic and industrial need and can guide the activities of managers, consultants, software developers and researchers. It publishes accessible articles on research and industrial applications, new techniques and development trends.

IJIBM serves the academic and professional purposes for those such as scientists, professionals, educators, social workers and managers. It provides new methodology, techniques, models and practical applications in various areas.



## **International Journal of Information, Business and Management**

#### **CONTENTS**

- 1 Publisher, Editor in Chief, Managing Editor and Editorial Board
- 2 JOB SATISFACTION OF THE TEACHING AND NON-TEACHING STAFF OF THE LYCEUM OF THE PHILIPPINES UNIVERSITY BATANGAS

Dr. Esmenia R. Javier and Mr. Joseph Cezar L. Deligero

3 Application of Electronic Customer Relationship Management (e-CRM) for promoting products and Services in a Local Context: Exploration of a Case

Evangelia Fragouli

The mediating role of employee engagement in relationship of internal branding and brand experience: Case of service organizations of Dera Ghazi Khan

Naveed Ahmed, Nadeem Igbal, Rubina Kanwal, Komal Javed, Hina Javed

5 BASIS FOR THE DESIGN AND IMPLEMENTATION OF THE QUALITY SYSTEM IN CAD - CAM TEXTILE PRODUCTION

Elizabeta Mitreva, PhD, Nako Taskov, PhD, Biljana Pop Metodieva

Organizational Culture among Teaching Employees of Lyceum of the Philippines
University-Batangas: Basis of Enhancement

JENNELYN FESTIJO KALAW

- 7 The Effect of Quality Management on Business Performance: Case of Tunisian Firms
  Sana BEN GHODBANE
- 8 Information Sharing and Information Quality at a Chocolate Firm

Henny Hendarty; Gwen Bard; Oliver Foretay; Ferry Jie

9 PERFORMANCE MEASUREMENT AND MANAGEMENT SYSTEM – INTER COMPANY CASE STUDY APPROACH -TAMILNADU, INDIA

S.Venkatesh

- 10 Viability of Mt. Maculot View Resort in the Philippines Using Thompson's Business Model EDENEL L. ENRIQUEZ
- 11 THE EFFECTS OF CHARACTERISTICS OF ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS ON THEIR ACCEPTANCE: AN EMPIRICAL STUDY IN JORDAN Haitham H. AlShibly
- 12 Factors Affecting The Eligibility of The Customer In The Payment Of Debt In Commercial Banks In Aqaba

Dr. firas muhammad A. AL-Gh AL-Rawashdi

13 THE IMPACT OF SOCIAL AND EMOTIONAL INTELLIGENCE ON EMPLOYEE MOTIVATION IN

#### A MULTIGENERATIONAL WORKPLACE

Caroline Ngonyo Njoroge; Rashad Yazdanifard

Do firms care for the environment or they adopt environmental management in order to benefit economically?

Fragouli Evangelia

15 Four Factors to Influence Organization & Employee Commitment to Change within Pakistan

Hafiz Muhammad Nasir, Ali Fazal Abbas, Dr. Fareeha Zafar



# **International Journal of Information, Business and Management**

#### **Publisher: Elite Hall Publishing House**

#### **Editor in Chief:**

Dr. Muzaffar Ahmed (Bangladesh) E-mail:<u>muzaahme1@gmail.com</u>

#### **Managing Editor:**

Dr. Jia Chi Tsou

Associate Professor, Department of Business Administration

China University of Technology, Taiwan E-mail: jtsou.tw@yahoo.com.tw

#### **Editorial Board:**

Dr. Claudio De Stefano

Professor, Department of Computer Science

University of Cassino, Italy. E-mail: <a href="mailto:destefano@unicas.it">destefano@unicas.it</a>

Dr. Jen Ming Chen

Professor, Institute of Industrial Management National Central University, Taiwan E-mail: <a href="mailto:imchen@mgt.ncu.edu.tw">imchen@mgt.ncu.edu.tw</a>

Dr. Edgardo Palza Vargas Telfer School of Management University of Ottawa, Canada

Email: edgardo.palza-vargas.1@ens.etsmtl.ca

Dr. Mohammed-Aminu Sanda

Visiting Research Fellow, Lulea University of Technology, Sweden

Senior Lecturer, Department of Organization and Human Resource Management, University of Ghana, Ghana

Email: masanda@ug.edu.gh

Dr. Malvadri, Pacha

Principal, Government Degree College Affiliated to Osmania University, India Email: <a href="mailto:drpm16@yahoo.co.in">drpm16@yahoo.co.in</a>

Dr. Mohsin Shaikh

Professor & Head, Department of Management Studies SKN College of Engineering, Pune, India

Email: skmohs@yahoo.co.in

Dr. Sundar Kumararaj

Associate Professor, Commerce Wing, Directorate of Distance Education,

Annamalai University, Annamalai Nagar, Tamil Nadu, India

E-Mail: commercesundar@gmail.com

Web: http://ijibm.elitehall.com ISSN 2076-9202 (Print) ISSN 2218-046X (Online) Prof. Paolo Pietro Biancone

Professor of Financial Accounting, Faculty of Management

and Economics
University of Turin, Italy
Email: <a href="mailto:biancone@econ.unito.it">biancone@econ.unito.it</a>

Dr. Morteza Rasti Barzoki

Assistant Professor, Department of Industrial Engineering

Isfahan University of Technology, Iran

E-mail: rasti@cc.iut.ac.ir

Dr. Solomon Markos
Assistant Professor. Department of Management

Arbaminch University, Ethiopia
Email: <a href="mailto:solomonmarkos5@yahoo.com">solomonmarkos5@yahoo.com</a>

Mr. Khalid Zaman

Assistant Professor, Department of Management Sciences COMSATS Institute of Information Technology, Pakistan

Email: khalidzaman@ciit.net.pk

Dr. Arif Anium

Assistant Professor, M.S.G. Arts, Science & Commerce

College, Malegaon, India

Managing Editor, International Journal of Management

Studies

Email: infoijcms@gmail.com
Dr. M. Razaullah Khan

Associate Professor, Department of Commerce &

Management Science

Maulana Azad College, Aurangabad, India

Email: drrazakhan@sify.com

Dr. Mohammad Alawin

Associate Professor, Business Economics Department The University of Jordan, Amman, Jordan

E-mail: m.alawin@ju.edu.jo

Dr. Michael A. Hignite, Ph.D.

Professor, Department of Computer Information Systems,

College of Business Missouri State University, USA

Email: mikehignite@missouristateuniversity.com

Mr. Mohsen Fathollah Bayati
Department of Industrial Engineering
Iran University of Science and Technology, Iran

E-mail: mfbayati@ind.iust.ac.ir

Mr. Olu Ojo

Lecturer, Department of Business Administration

Osun State University, Nigeria Email: <u>oluojoe@yahoo.com</u>

Dr. Kartinah Ayupp

Deputy Dean, Economics and Business Universiti Malaysia Sarawak, Malaysia Email: <a href="mailto:akartinah@feb.unimas.my">akartinah@feb.unimas.my</a>

Mr. Andrew McCalister

Global Research Awardee, Royal Academy of Engineering,

University of Cambridge, UK
Email: <a href="mailto:andrewmccalister@gmail.com">andrewmccalister@gmail.com</a>

Mr. Kai Par

Research Assistant & Ph.D. Candidate, Department of

Software and Information Systems

University of North Carolina (UNC Charlotte), USA

Email: <u>kpan@uncc.edu</u>



# BASIS FOR THE DESIGN AND IMPLEMENTATION OF THE OUALITY SYSTEM IN CAD - CAM TEXTILE PRODUCTION

### <sup>1</sup>Elizabeta Mitreva, PhD, Nako Taskov, PhD, <sup>2</sup>Biljana Pop Metodieva

<sup>1</sup>Faculty of Tourism and Business Logistics, University "Goce Delcev" - Stip, Mail: *elizabeta.mitreva@ugd.edu.mk*; *elizabeta.mitreva@gmail.com*<sup>2</sup> "Textile - logistic center in Macedonia"

#### Abstract

In this paper, the need to design and implement a system of total quality management (TQM) in the "Textile - logistics center" deals with service activity in the textile industry in Macedonia, is being elaborated and confirmed. Quality should be seek not only within at the production process and products, but also in all segments of the business processes, even in the employees' manner behavior.

Based on the analysis we have conducted of the existing quality system, an appropriate methodology has been designed for each feature of TQM philosophy. In order to design the quality system we have applied the QC-CE-Pyramid model according to which the system should be realized through the Deming's circle (PDCA), as well as the Ishikava approach (i.e. who, what, when, where), which fits the pyramid hierarchy of the company. Through the QC-CE quality model, the obligations and responsibilities of all employees are been defined. Thus, rules of conduct have been established, as well as good interpersonal relationships.

The application of the methods and techniques for faultless operations has provided both greater efficiency and effectiveness in the company. The benefits from the use of the methods and techniques resulted in meeting the needs of the customers, strengthening the company's place at the market, employees' satisfaction, as well as improvement of the community.

**Key words:** quality, TQM philosophy, QC-CE model, Pareto diagram, Ishikava approach.

#### Introduction

At a time of great economic turbulence and change, any company that wants to survive, be stable and continuously improve the business processes needs to build its own quality system (Evans, 2005). The effects of the changes in the environment of the company will trigger changes in its technology and production, as well as application of total quality management, by acquiring knowledge, skills and provision of knowledge-based development (Van der Wiele and Brown, 1997). The application of the TQM (Total Quality Management) strategy in a company means



improving quality by examining their business processes by defining, designing and optimization of the cost of quality (Dale et al., 2000). The model quality system can be presented by "the house of quality" (Mitreva, 2011), Fig. 1.

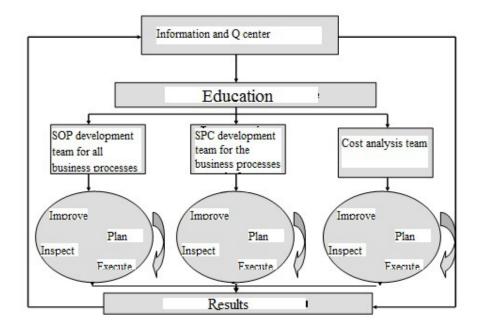


Fig. 1: Integrated methodology for designing and implementation of the TQM system in the company

At the core of "the house of quality" are the measuring results, evaluating, analyzing and comparing the quality or lack of quality. Metrology is the basis for measuring the quality system. Measurement in production processes must be present at all production stages because it is the only way we will know the level of our quality. The measurement starts with the input of raw materials, continued measurement of semifinished products, and ends by measuring the properties of finished products. Moreover, the time of the technological process, the time of the production process, and the standard productivity of the worker are all measured.

One of the pillars of "the house of quality" is **standardization**. The internal standardization of all phases of work, construction, procurement, production and quality control are of fundamental importance. The standards are the language of raw materials, products and processes, operations and organization quality. By using the standards, working order and proper communication among employees is achieved.

Daily practice of employees using various **methods and techniques of non-defect operation** ensures stability of the processes and detection, as well as prevention of defects in the workplace. In order to achieve good quality, quality education and training for the staff is necessary. The purpose of education is to build knowledge and awareness of the employees to perform their tasks more efficiency. The training is carried out according to the needs of the staff, compliance with their qualifications. In order to achieve and enhance the quality, **a motivation** is needed. It is necessary to develop awareness among employees that everybody is responsible for the quality.

Each company is required to **optimize its costs**. Costs directly affect the formation of the price of



the product. If costs are optimized, it may improve the company's reserves. Practice has shown that the errors and their corrections are costly for industry. Therefore, the non-defect operations are preferred by the management. **Management** is the roof of "the house of quality" and it needs to lead and protect the company.

The success of the business processes today cannot be imagined without the use of **IT computer systems** (Mitreva, et al., 2013). The computer systems by its hardware and software content are the basis for rapid transmission of information for implementation of business processes. They are always connected with the answers of the questions *what, who, how, where, when*, and also related to the question *who* is responsible for completing the work in the enterprise. Through them, getting data for the development of standardization, non-defect production, cost analysis, which are basic pillars of the system with total quality management (TQM). Today, these data is stored in organized forms and packages (database), which are computerized, searchable and useable at any time, for any working position, in order to achieve efficient operation. The interconnection of business processes of the enterprise network information systems means a complete quality prioritization.

#### 1. The need to design a quality system in Macedonian textile companies

According to expert analysis, the textile industry is an important economic factor in the Macedonian economy because 30 percent of the value of total exports are being created by this very industry and also by the fact that it employs more than 22 000 people.

Apparel companies in Macedonia are mostly dealing with loan production and basic values are seeking fast and quality delivery of the orders and thereby taking into account the cost and meeting the requirements of the customers (Mitreva, et al., 2012). Thus, Macedonian apparel does not require anything other than effectiveness and efficiency, i.e. rapid preparation and production of the work order. The implementation of these activities is necessary to define business processes and determine the values of the parameters and variables of the system.

The opening of the "Textile - logistic center in Macedonia" is an important step in helping the Macedonian textile production in the direction of following the world trends, meet deadlines and cost optimization. The main activity of the center is producing a prototype, making cutting strips, plotting and automatic cutting. The creation of this center is supported by the U.S. Agency for International Development (USAID) and a private company from Shtip. The Center was created with the intention to offer small and medium textile enterprises in Macedonia new types of services through the option of using the latest technology and software in the fields of design and production support of computer systems.

The activities of the computer support center for the apparel companies is realized through CAD (Computer Aided Design) - CAM (Computer Aided Manufacturing) service as a necessary link to effective production.

# 2. Basis for the design and implementation of the quality system in CAD - CAM textile production



For the efficient operation of the quality system introduced by ISO 9000:2008 in the "Textile - logistics center", in order to access certain information such as plans and methodology for their implementation, the standard operating procedures (SOP) are required for all business processes, rules of operation, regulations, textile standards, matrix of duties and responsibilities, records for quality control of data, proposals for corrective actions, etc. Therefore, it is necessary to design a good information system (Deming 1986; Juran 1988; Feigenbaum 1991; Crosby 1979 and Ishikawa 1982).

The company had an information system introduced before the TQM system and it works as follows. The service carried out by the "Textile - logistic center" is a CAD - CAM service. For this service you need a high tech equipment of software packages (systems), digitizers, plotters, and computer cutting machine (cutter).

In order to fit with the new trends, the textile - logistic center is necessary to continuously enhance the business processes for CAD - CAM production. The Center began working with one computer station, a plotter, a digitizer and a cutter. As the needs of the market and the company grew steadily, it was modernized. Today, the company has seven computer stations and three plotters for high speed printing, generating new staff, and conduct training for new skills for independent work. In this way, the employees have a direct access to information, that each of them is a receiver, provider, and recipient. Also, there is a daily flow of knowledge and information.

This information system is constructed and provides high quality data management, but the problem is that the information do not come in time, but are delayed and have a reduced ability to intervene during the business process. In order to shorten the time of the transfer of information and increase efficiency in operations, a system of total quality management should be introduced (Mitreva, et al., 2013).

#### 3. Analysis of the current state of the "Textile - logistic center"

system were considered and the conclusion was the following, Table 1:

The current situation in the Textile - logistic center analyzed through the four pillars of the house of quality: internal standardization, methods and techniques for providing quality, education and motivation and cost analysis of quality. The current situation is analyzed through the criteria for the European Quality Award: leadership, policy and strategy, management of staff, resources, processes, customer satisfaction / users, employee satisfaction, impact on society, business results. Through these criteria the current standing was evaluated, presuming that the company was competing for the European Quality Award (European Foundation for Quality Management – EFQM). Based on the detailed analysis of the current situation, the "age" was determined, i.e. the development of the Textile - logistic center in the pillars of the house of quality (the young and poor system towards mature and developed system, and vice versa), Table 1.

The deviations of the subsystems of the TQM system symptoms through the "health" of the quality

**Table 1.** Developmental stages of the TQM in the "Textile - logistic center" on the pillars of the "house of quality"



	Beginner	Intermediate	Upper-intermediate	Advanced
Internal standardization			+	
Methods and techniques for Q	)	-		
Education		<b>—</b>		
Motivation			+	
Costs			<b>→</b>	
Measurement,		-		
evaluation and		•		
analysis				

Based upon the results of the survey, it was found that the "Textile - logistic center" cares about the quality of products / services through established quality system. But, an insufficient attention is given to the continuous education and training of employees to acquire new skills and there are poor investments in innovation, while the work in a team is considered a return to the past. The company pays attention to employees, customers, suppliers and the community, but has a weak application of statistical process control (SPC) a state found in most of the Macedonian textile companies resulting in many errors, delays and complaints. Analyses have shown that the existing information system provides good quality of data management. Yet, the problem is that the information does not come in time, but is delayed and there is a reduced ability to intervene in time within the business process. Based on the results it was concluded that the "Textile - logistic center" is moving things in the right direction in terms of other Macedonian companies, but to be the center of "world class" it is necessary to design and implement a system for total quality management.

#### 3.1. Designing a system of total quality management in CAD - CAM textile production

The introduction of the TQM strategy in an enterprise requires a proper methodology for each function. Starting from this basis, we analyzed the system established in the textile center with corrections and amendments to it through the QC-CE-Pyramid model approach, improving its efficiency and effectiveness.

The design of the quality system has applied the QC-CE-Pyramid model (Mitreva and Filiposki, 2012), according to which the system should be processed through the Deming's circle (PDCA) and the Ishikava approach: *whom*, *what*, *where*, *who* is responsible in the pyramid hierarchy of the company, *Figure 2*.



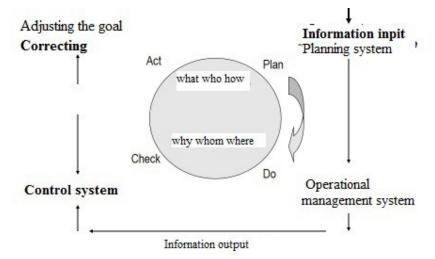


Fig. 2: Use of the QC-CE-Pyramid model in building information systems for quality
Through the QC-CE quality model (Mitreva and Filiposki, 2012), the obligations and
responsibilities of all employees are defined. In that way, rules of conduct and good interpersonal
relationships are achieved. Through this model, the standardization of all business processes across
the enterprise is being achieved, via standard operating procedures in the form of current cards. The
standard operating procedure begins with planned activities and baseline inputs; continues whit the
activities of the business process, and each stage receives an output information that is input for the
next stage. In the end, the business process ends with information - the result. This achieves vertical
and horizontal connectivity between employees according to the structure of the pyramid. Thus,
ensuring quality in the company, followed by the information in accordance with standard operating
procedures.

The circle closes with correcting and he answers the questions *what, whom, where, when, who* provides information with complete supporting documentation with specified quality, obligations and responsibilities. In order to achieve an effective quality system, it should be both defined and well documented, *Figure 3*.



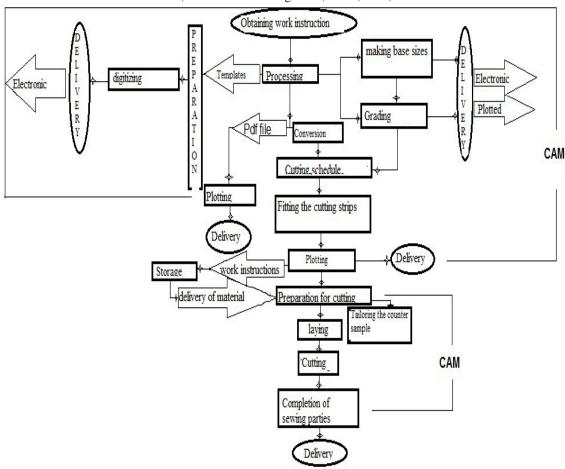


Fig. 3: A flow chard of standard operating procedure in CAD - CAM textile production

Because the quality system defines the obligations and responsibilities of all employees through this mode of transmission of information it can provide complete care for quality.

The design of standard operating procedures must apply appropriate methodology methods and techniques of statistical process control, as well as non-defect production methodology for optimizing the costs. These methodologies are offered as support for the top management, acquired for displaying the results of the implementation of methods and techniques in this company, as well as involvement and commitment of every employee. The most important segment in the preparation of templates is their development with great accuracy. Therefore, constant measuring and evaluating is necessary for controlling the plotters with their frequent calibration and performance test - plotting (as daily operational procedure). The company implemented part of the methods and techniques for non-defect operations such as Check cards, Map of trend, Pareto approach and Ishikava method in some of the business processes (Dale and Lascelles, 2007). The measurements and analysis found irregularities regarding the accuracy of patterns, time of production, quality and time of delivery, so a "sample room" was projected, in order to improve the quality of making patterns, which lead to other benefits and have also increased the reliability of the designers in their work (from paper to real piece of clothing).

Using the Ishikava diagram for analysis we see what is the critical place for reasons of errors in the produced templates at the "Textile logistics center", Fig. 4.



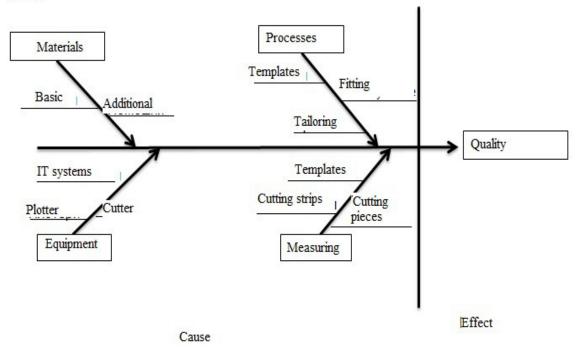


Fig. 4: Application of the CE diagram for determining the causes of errors of the produced templates

By analyzing the CE diagram the emphasis is put on the "process" or places where you need to make changes to improve the characteristics of quality through design control system in all key stages. To avoid even the smallest errors on the quality of the piece, a "sample room" (room for sewing samples) has been created. This section sews a sample in the presence of the modeler to perform measurement and evaluation, and all that is missing or is defective will be repaired. The application of methods and techniques for non-defect production will help avoid the possibility of fault to slip within the apparel companies, where the order is released for full production (Feigenbaum, 1991). In this way, the released sample can be delivered in the apparel company as a prototype, after which they will prepare the work order.

#### Conclusion

Analysis of the application of the TQM strategy showed that the implementation of the methodology for total quality management increased the effectiveness and efficiency of the center. Textile companies that use the services of the center have reduced the time needed for the preparation of work orders by 20 %, increased utilization of fabrics by 5 %, and increase of the productivity by 50 %.

The service center helped achieving a quick and effective response to market demands and the textile enterprises significantly reduced the production costs and time of production.

The creation of the "Textile - logistic center" is of great importance for Macedonia viewed from a marketing perspective because it creates conditions for increasing competitiveness of the Macedonian textile manufacturers in the global market.



This center builds partnerships with Macedonian Apparel in preparatory activities for making models and optimization of business processes. In this way, the traditional models of the development of business processes were measured for errors, omissions and complaints, while in the center the proactive work is applied with the application of high technology and software packages that offer great accuracy in the preparation of templates.

The application of methods and techniques for non-defect work in this center contributes for greater efficiency and effectiveness in the company (Chepujnoska, 2009). The benefits of their application in practice led to meeting the needs of the customers, strengthening the company's place in the market, employee satisfaction and improvement of the community. The daily practice of every employee does not only include control of the work, but employees are trained to act proactively, to be improved and not be burdened with error detection only.

For successful implementation of the TQM strategy, learning new approaches to quality is necessary (Senge, 1990). Given the structure of employees (highly - educated and engineers), investment in new technology, new operating systems with new converters, ongoing training and information on new developments in the world is necessary in order to be compatible with the requirements of the customers. In this way a high level of development in terms of providing quality at optimum cost, maintenance and conquering the market, as well as making a recognizable brand are being achieved.

#### References

- 1. Chepujnoska, V. (2009), *Quality Management –Theory, Science and Practice*, Faculty of Metallurgy, Skopje, pp.120-137.
- 2. Deming, W. E. (1996), How to go out of the crises, PS Grmeč, Beograd, pp. 30.
- 3. Dale, B.G. and Lascelles, D.M. (2007), "Levels of TQM adoption", in Dale, B.G. (Ed.), *Managing Quality*, 5th ed., Blackwell, Oxford, pp. 111-126.
- 4. James, P. (1996), *Total Quality Management*: An Introductory Text, Prentice-Hall, Englewood Cliffs, NJ, pp.106-220.



- International Journal of Information, Business and Management, Vol. 6, No.4, 2014
- 5. Evans, J.R. (2005), *Total Quality: Management, Organization and Strategy*, 4th ed., Thomson South-Western, Mason, OH.
- 6. Feigenbaum, A.V. (1991), Total Quality Control, 3rd ed., McGraw-Hill, New York, NY.
- 7. Ishikawa, K. (1982), Guide to Quality Control, Asian Productivity Organisation, Tokyo.
- 8. Juran, M. J. (1993). "Made in U.S.A.: A renaissance in quality", *Harvard Business Review*, Vol. 71, No 4, pp. 42-50.
- 9. Juran, J.M. (1988), Juran on Planning for Quality, Free Press, New York, NY.
- 10. Kanji, G. K. (1998b), "An innovative approach to make ISO 9000 standards more effective", *Total Quality Management*, Vol. 9, No. 1, pp. 67-78.
- 11. Kaplan, R.S. and Norton, D.P. (1992), "The balanced scorecard measures that drive performance", *Harvard Business Review*, Vol. 72 Nos 1/2, pp. 71-79.
- 12. Mitreva, E. (2011), "Model-integral methodology for successful designing and implementing of TQM system in Macedonian companies", *International Journal for Quality Research*, Vol. 5. No 4, pp. 255-260.
- 13. Mitreva, E., Jakovlev, Z., Koteski, C., Kitanov, V. and Angelkova, T. (2012), "Analysis of the existing management system in Macedonian companies and the necessity of accepting the TQM philosophy", *International Journal of Pure and Applied Sciences and Technology*, Vol. 8. No. 2, pp. 54-63.
- 14. Mitreva, E. and Filiposki, O. (2012), "Proposal methodology of the subsystem-internal standardization as part of TQM system", *International Journal for Quality Research*, Vol. 6. No. 3, pp. 251-258.
- 15. Mitreva, E., Taskov, N., Kitanov, V., Filiposki, O. and Dzaleva, T. (2013), "The Need for Information System Design in Building a House of Quality, *International Journal of Pure and Applied Sciences and Technology* Vol.16. No.1, pp. 26-33.
- 16. Senge, P. (1990), *The Fifth Discipline: The Art and Practice of Learning Organizations*, Doubleday, New York, NY.
- 17. Van der Wiele, T. and Brown, A. (1997), "ISO 9000 series experiences in small and medium-sized enterprises", *Total Quality Management*, Vol. 8 No. 2, pp. 300-304.



# Organizational Culture among Teaching Employees of Lyceum of the

# Philippines University-Batangas: Basis of Enhancement

#### JENNELYN FESTIJO KALAW, MBA

Master in Business Administration, Graduate School, Lyceum of the Philippines University Batangas City, PHILIPPINES

#### **ABSTRACT**

Successful organizations know that to excel in today's competitive business they must develop, shape and retain talented and productive human resources. Employees and employers are two faces of the same coin. They complement each other, and if both are commendable, they turn out to be what a company greatly needs: the first- class human assets.

This study aimed to propose an enhancement based on the organizational culture among teaching employees of the Lyceum of the Philippines University- Batangas. Specifically, it identified the organizational culture of teaching personnel and its relationship with demographic profile variables- age, civil status, gender, educational attainment, length of service, and monthly salary. The descriptive- correlation method was utilized in the conduct of the study.

The study revealed that the teaching employees are predominantly female, are equipped with Masters' degree, with an average teaching experience of nine years and are highly satisfied with their teaching assignments or jobs. The employees expressed strong agreement with university practices such as setting clear goals, encouraging innovation for organizational effectiveness and continuous improvement through a quality management system supported by management.

Keywords: Organizational Culture, Filipino Teaching Employees, LPU

#### 1. INTRODUCTION

Every company has an organizational culture, and depending on its strength, the organizational culture may have an important impact on the members of organization, their values and behaviour. The organizational culture can be one of the most important factors in whether a large corporation succeeds or fails, but it is also one of the hardest things to change about a company since by its very definition organizational culture is