An Overview of Literature Review on ISO 9001 Standards

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Abstract

Quality management systems (QMS) are business training that may advantage all type of organizations such as manufacturing and service organizations. Firms that implement QMS mainly focus more value to their customers and enhancing the efficiency of processes. The most commonly implemented QMS is ISO 9001. ISO 9001 helps the organization to focus on the quality of products and services. The objective of this paper is to enumerate the literature on ISO 9001 in manufacturing organizations.

Keywords: Quality management, ISO 9001 standards, Quality systems, consumer awareness.

1.Introduction

With the increase of the competition globally, organizations are pressurized to produce high quality products and continuously improve themselves to sustain in this competitive world and to remain in the competition. As various authors demonstrate (e.g., Braun, 2005), the ISO 9001 standards do not mark to the adherence with a given aim or result. In other words, they are not performance standards evaluating the
quality of a firm’s products or services or a firm’s environmental results; rather, they are standards identifying the need to systematize and to adorn a large number of corporate processes within a set of procedures, and to exhibit such implementation. It must also be kept under consideration that the implementation of this type of standard is a unconstrained one, although in some sectors it has become an inevitable measure, given the preceptive influence of customers (Braun, 2005).

2. Literature Review

Quality management system is tagged as a business management system that it can be applied to all organization of all types and all size of companies. Customer satisfaction, market leadership and profitability are driven in large part by delivering quality products and services. (Kolka, 2009) stated that quality management system is widely accepted worldwide to achieve quality in organizations. Dissimilar countries, industries and governments all had fluctuating quality systems that suppliers had to espouse in order to deliver goods around the world. A single global standard was required to shorten international standards. This presents ISO - the International Organization for Standardization Situated in Switzerland. ISO is the particular international intervention for standardization and the basis of ISO 9000. Established in 1947, it is covered of the national standards bodies of 140 countries, working collectively to produce more than 13,000 International Standards for business, government and society. The goal of ISO is to encourage the development of standardization and related world activities with an opinion to facilitating international exchange of goods and services and to emerging cooperation in the field of intellectual, scientific, technological and economic activity.

There are numerous ISO standards one of them is ISO 9000, which associated to quality management systems and considered to help organizations. ISO 9001 is one of the standards in the ISO 9000 family. ISO 9001 deals with the necessity that organizations are wanting to meet the standard have to accomplish. Over a million organizations worldwide are autonomously certified, making ISO 9001 one of the most extensively used management tools in the world today. ISO 9001, QMS is the internationally known standard for the quality management of trades. It put on to the procedures that produce and control the products and services an organization supplies, suggests systematic control of actions to ensure that the requirements and expectations of customers are encountered and is intended and proposed to apply to almost any product or service, made by any method anyplace in the world. Implementing a Quality Management System will persuade staff by significant their key roles and responsibilities. Cost savings can be completed through enhanced efficiency and productivity, as product or service shortages will be emphasized. From this, developments can be established, resulting in less waste, unsuitable or vetoed
work and lesser complaints. This can exposed to the marketplace to improve opportunities.


Many scholars have analysed the benefits of the ISO 9001 standard in numerous performance dimensions (e.g. operational benefits, customer results, etc.). In this framework, the following 13 benefits are observed and mentioned in the 50 papers that have been referred for this literature review:

- Efficiency
- Exports
- Improved relationships with authorities and other stakeholders
- Improvement in systematization
- Improved quality in product/service
- Profitability and sales growth
- Market share
- Improved customer satisfaction
- Improved relationships with suppliers
- Improvement in competitive position/competitive advantage
- Improvements in employee results
- Improved image

The three benefits most often analysed by scholars are improvements in relations with employees, improved customer satisfaction and improved efficiency. These are followed by profitability and improved systematization. Other benefits attained by many firms, as analysed by the studies, are an development in market share and sales, image and value, product/service quality and exports. Nield and Kozak (1999) demonstrates that the benefits of the standard may be the following: operational benefits (improved operating systems, enhanced operating practices), marketing aids (improved customer satisfaction, nation-wide recognition, gained competitive edge), and human resources welfares (gained more committed work force, reduction in staff turnover). Casadesús and Giménez (2000) illustrates that these assistances are people results (work satisfaction, health/safety, suggestions system, absenteeism, turnover), operation results (reliability, errors and defects, costs, order processing, on-time-delivery, stock rotation, lead time, cost savings), customer results (purchases, complaints, customer satisfaction) and financial results (return on assets, market share, return on sales, sales).

Casadesús, Jiménez and Heras (2001) categorize benefits as internal benefits and external benefits. Internal benefits are as follows: on-time delivery, safety at work, number of errors, absence from work, quality costs, safety and reliability, work satisfaction, order processing, suggestions system, stock rotation, salaries of workers, cost savings. As external benefits are as follows: return on sales, number of complaints, return on assets, market share, sales per employee, number of repeat purchases, customer satisfaction. For financial performance both researches demonstrates sales, market share, and export growth. Many firms also accomplish these benefits because ISO 9001 consents for an improvement of the documentation and work procedures, and a greater precision of work. Other benefits found by many firms are an improved image and an better-quality service or product quality, because
the fact that they hold a certificate enhances their image in the eyes of their customers. Similarly, numerous studies deliver evidence of certified firms outperforming non-certified firms (Heras, Dick & Casadesús, 2002). Hence, the clearest benefits are those persuading the internal performance or operational results, customer results and people results, while the effects on financial results are indecisive.

4. Conclusions
This paper conveys a literature review on the ISO 9001 standards and their benefits. On the basis of this analysis the paper proposes several ideas about resemblances and variances, cataloguing of benefits, integration, and the selection effect. Accordingly, in this field, these standards expresses clear benefits on certain topics, such as customers and other stakeholders, employees, systematization, efficiency, which shows that, in general terms, certified firms enhance people, operational and stakeholder and overall performance. Yet, only some certified firms do better than non-certified firms concerning financial performance. Consequently, although the standards do engender internal and external benefits, and therefore many of them have a positive effect upon people, operational issues and stakeholders, the relationship between these standards and financial performance is not so vibrant.

References


