

ANALYSIS OF THE APPLICATION OF INTERNATIONAL STANDARDS IN BUSINESS PRACTICE

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INTRODUCTION

"Standardization means defining and prescribing constant requirements to be met by a product, service, process, management system in a certain period of time" [1]. "The application of standards enables the perception and identification of potential causes of problems and the prevention of their occurrence in the future" [4].

QUALITY AND COMPANY MANAGEMENT

Increasing competition in the international market, as well as doing business in a global environment, implies that the management of a business organization must take place through the implementation of the concept of Quality Management System (QMS).

Business quality implies a management approach, it is imperative in performing all business functions. Based on that, we discuss the quality of business, which includes three dimensions: market, business and social.

ISO 9001: 2015 AND STANDARDIZED MANAGEMENT SYSTEMS

ISO 9001: 2015 standards are embedded in the concepts of QMS quality management systems, in the Japanese Total Quality Management - TQM model of Business Excellence, which was crowned with the Deming Award, in the American Malcolm Baldrige Quality Award and the European Business Excellence Model European Foundation for Quality Management - EFQM.

Table 1. Standardized Management Systems valid edition [16]

Number	Name	Standard designation: Valid edition	Interested party
1.	QMS (Quality Management System)	ISO 9001:2015	User
2.	OH&SMS (Occupational Health and Safety Management System)	OHSAS 18001:2007	Employees
3.	SAMS (Social Accountability Management System)	SA 8000:2014	Employees
4.	EMS (Environmental Management System)	ISO 14001:2015	Community
5.	SR (Guidance on Social Responsibility)	ISO 26000:2010	Community
6.	ISMS (Information Security Management Systems)	ISO 27001:2014	Management
7.	SMS (Security Management Systems for the supply chain)	ISO 28000:2007	Partners

The ISO 56002: 2019 standard is the standard for Innovation Management. The document enables the establishment of ISO 56002: 2019, implementation, maintenance and continuous improvement of the innovation management system [17].

The ISO 31000: 2018 standard is a standard for Risk Management. It can be applied in all business activities and decision making at all levels [18]. Business organizations that have implemented ISO 31000: 2018 in their business have better adapted to the situation of the sudden economic crisis due to the COVID-19 pandemic.

REPRESENTATION OF ISO STANDARDS IN THE REGION

According to the research of ISO [20], Table 2 shows the number of implemented ISO 9001: 2015 standards in Serbia and the surrounding countries for 2020 and 2019.

Table 2. Implemented ISO 9001: 2015 standards in neighboring countries for 2020 and 2019 [21, 22]

Country	2020	2019
Serbia	3092	2707
Croatia	2531	2715
Slovenia	1817	1761
Bosnia and Herzegovina	1145	935
Macedonia	629	502
Montenegro	220	163

CONCLUSION

Managing a modern organization implies the implementation of the concept of quality for achieving a stable market position in participation in the global market.

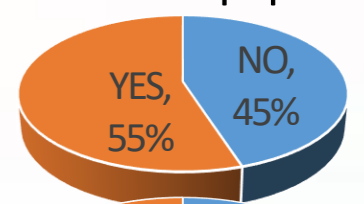
Table 3. Quantitative presentation of implemented certificates in Serbia and neighboring countries for 2020 [23]

Country	9001:2015	14001:2015	22000:2018	27001:2013
Bosnia and Herzegovina	1145	272	25	51
Croatia	2531	1138	54	302
Hungary	7030	2797	104	560
Macedonia	629	381	110	52
Montenegro	220	209	7	9
Romania	9935	5221	581	729
Serbia	3092	1629	187	351
Slovenia	1817	494	16	131

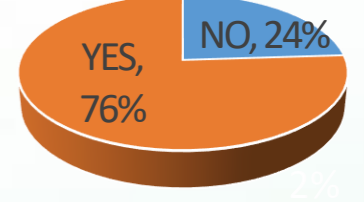
ASPECTS OF BUSINESS QUALITY AND APPLICATION OF ISO STANDARDS IN CENTRAL BANAT

The research on the application of aspects of business quality in domestic companies in Central Banat was conducted from December 2019 to August 2020 [24]. On that occasion, 80 managers in private and state-owned companies were interviewed. The results of answers to certain questions related to aspects of quality and standardization are discussed in this paper.

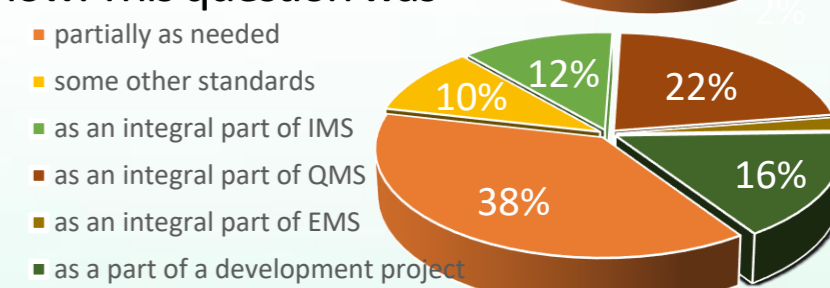
IP 1. Can you conceptually define the phenomenon of business quality observed from three aspects of quality?



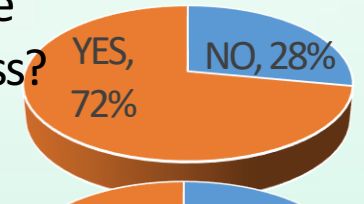
IP 3. Are aspects of business quality applied in your organization?



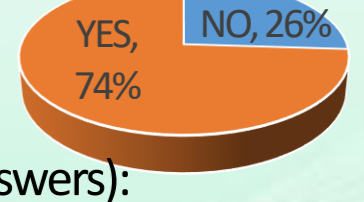
IP 4. If the answer is yes, explain how: This question was answered by 58 respondents.



IP 5. In your opinion, is there a significant link between the aspects of business quality and improving competitiveness?



IP 7. In your opinion, does the application of modern management methods and techniques affect the improvement of business efficiency?



IP 9. In your opinion, what is the most important for achieving aspects of business quality (circle up to three answers):

The possibility to give more answers resulted in 238 answers of the respondents, which are shown in the following Table 4.

Table 4. The most important elements for achieving aspects of business quality according to the views of managers of domestic companies [25]

Number	Achieving aspects of business quality	Number of answers	Structure (%)
1.	product and / or service quality	67	28 (%)
2.	improving business productivity	33	14 (%)
3.	environmental Protection	10	4 (%)
4.	speed of distribution	13	6 (%)
5.	security manag. in the organization	8	3 (%)
6.	good value for money	42	18 (%)
7.	improving customer satisfaction	42	18 (%)
8.	cooperation with the supplier	7	3 (%)
9.	cost reduction	13	5 (%)
10.	constant cost reduction	3	1 (%)
11.	something else	0	0 (%)
	TOTAL	238	100 (%)