

THE QUALITY IN REGIONAL DEVELOPMENT. INSURED FRAMEWORK FOR QUALITY MANAGEMENT OF REGIONAL DEVELOPMENT

Bologa Gabriela

Univeristatea Agora Facultatea de Drept și Științe Economice Piața Tineretului nr.8 email: gabi_fiat@yahoo.com tel. 0724.214.533

Judeu Viorina - Maria

Univeristatea Agora Facultatea de Drept și Științe Economice Piața Tineretului nr.8 email: viorina@univagora.ro tel. 0722.762.939

One can appreciate that concern for quality, occurring in very old times, were accelerated in the twentieth century, during which there was spectacular actions and evolution of concepts of quality. Services is one of the most dynamic areas of modern economy is. Redefinition of goods in accordance with specific market economy, as who sells and buys, and a fast-field services, not only permits but requires the extension of quality problems in the area of services, and, in regional development. INSURED within a third party can help to assess situations, develop strategies, evaluate programs, measures and actions ex ante, to monitor and support the programs and actions, to evaluate programs and actions ex post to transfer the experience gained in a in a context different.

Key words: regional development, quality, INSURED framework, sustainable development.

The concept of quality in regional development

Quality according to Law¹⁹, is defined by all the explicit and implicit requirements of a product / service to ensure full achievement of the goal was created and marketed.

Quality, in accordance with the International Organization for Standardization, is defined by all the properties and characteristics of a product/service that gives the property to meet the needs expressed and implied.

These definitions of quality can be considered and if a region where we have to ensure that the region through the economic and social development and a cultural standard of living of the inhabitants of the region, so we have the quality of life in the region.

The concept of quality comes from the Latin ‚qualis’ (way, way to be) and expresses the characteristics of an essential item or service that you are clearly separated from all other similar products or services, which respectively use the same destination.

If we have to regional development, economic, quality is based on a series of principles, as follows:

- according to the requirements
- appropriate for use
- systematic approach to excellence.
- meeting the requirements of society: the protection of life, human health and the environment, proper valuation of natural resources, energy conservation, sustainable development of human life, human health and the environment, proper valuation of natural resources, energy conservation, sustainable development .

Quality in regional development is ultimately defined by man and is close to the project development meeting the requirements and expectations of society, so this is very clearly outlined in the regional.

Since quality is defined by man, may seem to be completely subjective. However, many aspects of quality can be expressed objectively. If you want to get good results in quality management

¹⁹ www.cdep.ro/pls/legis/legis_pck.htm

and regional development, should measure. If you do not collect metrics will be difficult to improve processes through quality management initiatives in the regional development.

One of the purposes of quality management is to detect errors and faults of the project as early as possible, so the regional plan, it is considering a development supported by a regular control in order to achieve the desired results. So, a good quality management process in regional development will require several hours of effort and a higher cost at the outset.

However, the advantages gained will be large, as project development progresses. It is much easier to find problems during the requirements analysis phase, rather than cure works to solve problems at the end of a project.

In business practice, to define quality using a series of terms that we believe that can be used in quality and territorial development:

- quality of design (design quality) is the extent to which certain parts of the region ensure that the beneficiaries and can use.

- quality delivered, representing the effective level of quality at every level and in any area.

As economic and social development, as demand growth and diversification of production, the notion of quality, regardless of how it is viewed, has evolved and diversified, is talking about:

- ‚Potential capacity’, representing the design as the regional because of the drafting of the development of regions;

- ‚Partial quality’, representing the ratio between the obtained and quality required;

- ‚The quality achieved’, as that resulting from inspections

- ‚Quality assured’, quality resulting from a program unit containing all the activities of quality control (prevention, measurement and corrective action)

- ‚Total quality’, which integrates the utility, economy, aesthetics, etc.

For success in developing a region, in terms of quality here believe that we should fulfill the following requirements:

- To satisfy a requirement, a utility or a well-defined purpose.

- To meet people's expectations.

- To comply with standards and specifications.

- Measures to comply with legal and other requirements of society.

- Be competitively priced.

- A cost that brings profit.

General and specific quality of services in regional development

Services is one of the most dynamic areas of modern economy is. Redefinition of goods in accordance with specific market economy, as who sells and buys, and a fast-field services, not only permits but requires the extension of quality problems in the area of services, and, in regional development.

Studying the similarities between products and services can be said that:

- The means of corresponding needs at least as numerous as the needs for material goods, but with a more complex and heterogeneous.

- Affirmation of environmental issues highlights elements bearing area with services that are specific to the study and goods.

- Major and increasing interest for consumer protection has light that services shall, in addition to tangible common goods, and the need to approach particular, very different.

- Advertising research service functions - by anchoring in areas of concern - formalities at least as complex as those required in the case of goods.

- Service as good, is the result of an anthropic approach, aimed.

- Both service and tangible product, are known for certain needs.

Elements of the definition of services in particular states: immaterial nature of services, targeting to a strict benefit first understood as an opportunity for customer satisfaction and secondly, as a profitable activity for the provider.

Regarding the factors that determine and affect the quality of services should be noted that if the products are the material factors that prevail at the service:

- factors aimed at fund-conceptual perceptive of those involved in delivering services and the provider and recipient;
- the specific provision of the service opportunity;
- technical factors involved.

Fund-perceptual concept of providers and recipients is dependent on and defined by specific characteristics anthropic environment, which are: professional competence, education level, availability of the provider to work as stand-by, flexibility and spirit of public relations.

Conditions of opportunity are also a feature of the high quality services in regional development and relate to the adequacy of the service, appropriateness interesând at least 3 ways:

- time;
- space;
- as a way of performance.

To an extent far greater than the products, services that are interested in performance should be achieved in time and place as the most appropriate recipient.

INSURED framework for quality management of regional development

Administration practitioners, political and business tools require understandable, what is based on data available - because the state and estimating the level of development of human capital (social, cultural), produced by humans (economic, technological) and natural (the natural resources) is made difficult, expensive and slow.

The intuitive approach appears when trying to determine how problems are perceived, how to make processes such as book development policies, as innovators and they interact to provide better solutions, how to distinguish the actions of most innovative actions, such integrates innovative actions in policy development.

Also, in an attempt to use the four components of systemic diversity, subsidiary and partnership network use as elements in a decision, you will need to organize both the relations between them and their expression in social interaction that they reflect. As they digest more, the risk to ignore the local and specific cultural and become rigid in thinking.

Regional development policies can not be estimated on the basis of what they are, but depending on the result. Management framework requires an addition in terms of a qualitative approach to specific local factors that may be difficult or impossible to quantify.

The INSURED structure²⁰ is built on the basis of orientation, and growth potential, what components will be explained below.

In terms of orientation, sustainability is an idea with a view to maintaining the many components of time, each component having a value methodology - representing a certain kind of activities and phenomena.

The potential of a region to act appropriately in direction is essential for a sustainable local development and development policies should only improve this potential, not to create.

Sustainable development requires innovation and learning processes. An effective strategy requires a focus on the factors determining this and the key elements of transformation, the dynamic is thus the basic elements of the strategy necessary to enable it to operate.

Although one can imagine various situations - designing a policy to support the government - or estimating program effectiveness within a firm of consulting - or simply at a company that takes an investment decision based on this program - to bring the a common denominator of these types of approaches is a necessary framework for regional management of sustainable

20 The INSURED Project - Final Report, Institut fur Regionale Studien in Europa Schleicher-Tappeser KG, 1999 EURES

development that allows the investigation of these issues and what suggestions can be provided reference to similar decisions in some cases while analyzing the situation from different points of view.

INSURED within a third party can help to assess situations, develop strategies, evaluate programs, measures and actions ex ante, to monitor and support the programs and actions, to evaluate programs and actions ex post to transfer the experience gained in a context different.

The guidance includes the environment (which requires the preservation of wealth and potential environment and maintain ecological functioning of the system including additions made by humans) **the economic** (including human needs, improve living standards and efficiency of resource use) **and the Social - cultural** (conservation and development of human potential - habits, customs, culture, institutions - are essential for the proper functioning of society).

The equal distribution of opportunities, **spatial equity** (between regions - for example claimed objective of EU structural funds) **and time equity** (between the generations - in order to increase the total opportunities), **the subsidiary** (all system functions can be fulfilled at the base and the support of its decision to a higher level may occur only if this improves the operation and if it diminishes the autonomy of the basic level - a good example of this is the autonomy in a local body such as the EU superstate), **partnership** (referred to the essentiality of the relations horizontal non-hierarchical - during which you can exchange ideas, information, to organize mutual support - all in a competitive networks - such as flexibility and orientation towards the needs of members are fundamental to the survival characteristics of a network).

Participation is another component of orientation, meaning that all third parties dealing with a problem should have the opportunity of participating in a solution in the sense of seeking suitable alternative solutions and avoid conflicts.

Participation requires time and motivation and strengthens the responsibility, however risky decisions as to contradict the opinion of experts. Perception is part of another group of factors, the potential, and describes the variety of different approaches to the problem, thus improving the adaptability of the opening by third parties and accepting competitive cooperative that facilitates the emergence of new models of governance and autonomy.

Another component is **the self evaluation potential and creativity** (especially in an entrepreneurial culture that emphasizes accountability to the community, which in turn emphasizes the potential regional) and ability to cope with complexity and anticipate change (existence of several alternative support for individuals is essential).

The other points of view and new solutions within the meaning of co-habitation different cultures and mutual learning), discovery (specificity and local knowledge in order to use maximum capacity of people and talent) and fractal distribution of power, given as a strict separation of powers can cause communication problems, compulsive or excessive centralization - noted a system of governance at multiple levels where each level has a particular set of responsibilities - in the sense of addressing each type of problems to a level - but at a different magnitude.

Among the important²¹ aspects of the fractal distribution include: early involvement of the various administrative levels, the ability of simultaneous analysis of the problem at several levels and links to multiple top-down and bottom-up between levels. Responsibility for own development can occur only if it supports decision-making authority - whether in the sense of taking initiative, change the structure and determine a margin of autonomous action at local level. Also includes the potential dependence of resources (which reinforces the identity of its own, eliminate problems and improve the sharing of governance, local - each region had to use the resources and cultural heritage in an independent manner) and taking into account a system of common values - be they environmental, cultural or socio-economic interdependencies - that

21 http://europa.eu.int/eur-lex/en/lif/dat/1985/en_385L0374.htm

helps to resolve conflicts and find common goals (a good example being the common interest of communities in protecting the environment).

Another component of the potential is related to local cohesion, trust and mutual support are essential for the dynamics of entrepreneurial risk because of the absorption and facilitate joint action and equal opportunities - including mutual learning, acceptance, autonomy and responsibilities negotiated.

The ability to create common vision and make it part of the potential, at a community that is essential for the coherence and self-seeking and ability to think long term, a multidisciplinary approach and the development of alternative solutions..

Integrating social and technical skills in process innovation can improve the success of innovation and eliminate barriers in the way of their spread. Also, access to information and promoting dialogue and ensuring transparency and control of opportunistic behavior is necessary for ensuring a fair and consistent decision making. Multiplicity of interactions²² - given the diversity and number of opportunities existing in a community, and encouragement of the local initiatives in order of appearance creativity - creating the potential for changing communities.

May contain dynamic and move towards providing quality services to third parties (taking into account the interests, needs and capabilities, through analysis, feedback and transparency, in order to interested in making, to improve and modify the definition of objectives and evaluate the results of the work) and self - the ability of communities to influence one's future and give the margin potential, using the means of internal and external intervention that it is available.

Bibliography

1. Crosby, P., Quality is free, Economica, 1993
2. Ruggero Schleicher-Tappeser (EURES), Robert Lukesch (OAR), Filippo Strati (SRS), Gerry P. Sweeney (SICA), Alain Thierstein (SIASR), Instruments for Sustainable Regional Development, 1997
3. Verboncu, I., Zalman, M.,- Management and performance, Editura Universitară, București, 2005.
4. ***The INSURED Project - Final Report, Institut fur Regionale Studien in Europa Schleicher-Tappeser KG, 1999 EURES
5. ***www.cdep.ro/pls/legis/legis_pck.htm
6. ***http://europa.eu.int/eur-lex/en/lif/dat/1985/en_385L0374.htm

22 Ruggero Schleicher-Tappeser (EURES), Robert Lukesch (OAR), Filippo Strati (SRS), Gerry P. Sweeney (SICA), Alain Thierstein (SIASR), Instruments for Sustainable Regional Development, p.252