



Iranian Society of Quality Managers



Asia Pacific Quality Organization

**14th Asia Pacific Quality Organization
International Conference
&
9th International Conference of
Quality Managers**

"New Quality Roles and Global Community"

Program

IRIB Int'l Conference Center
Tehran - Iran
August 23- 25, 2008

9th ICQM / 14th APQO Int'l Conference Schedule & Layout

Hall Legend

Khajeh Nasir = K

Moolana = M

Faiz = F

Attar = A

Day / Time		Hall			
August 23	14:30 – 16:30			K1	M1
	17:30 – 19:30			K2	M2
August 24	08:15 – 10:15	A3	F3	K3	M3
	11:00 – 13:00			K4	M4
	14:30 – 16:00	A5	F5	K5	M5
	16:30 – 18:30			K6	M6
August 25	08:15 – 10:15	A7	F7	K7	M7
	11:00 – 13:00	A8	F8	K8	M8
	14:30 – 17:00			K9	M9

9th ICQM / 14th APQO International Conference

Saturday, August 23, 2008 – Part 1

Opening Ceremony

14:30 –
16:30

K1

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M1

- Commencement of the Conference
- Welcome Address
Hamid Saraidarian – Iran
Conference Secretary General
- Welcome Address
Hesameddin Aref Kashfi - Iran
Iranian Society of Quality Managers & Conference President
- Welcome Address
Shan Ruprai - Australia
Asia Pacific Quality Organization President
- Welcome Address
Dr. Farhad Deneshjoo – Iran
Tarbiat Moddares University President
- Welcome Address
Dr. Mohammad Bagher Ghalibaf – Iran
Mayor of Tehran

16:30-
17:30

Opening of the Exhibition and Coffee Break

9th ICQM / 14th APQO International Conference

Saturday, August 23, 2008 – Part 2

Opening Plenary Session

17:30 –
19:30

K2

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M2

- Inaugural Opening Address
Dr. Mohsen Rezaee
Secretary of the Supreme Council of I. R. of Iran
- In tribute to **Dr. Joseph M. Juran**, “Father” of Quality,
Contributed by **Juran Institute Inc. USA**
Hesameddin Aref Kashfi – Iran
Iranian Society of Quality Managers & Conference President
- Opening Keynote Address
The Impossible Dream
Dr. H. James Harrington - USA
Conference Honorary Chairman & APQO Official Advisor and WLHF Chairman
- National Recognitions and Awards

19:30

End of day one

9th ICQM / 14th APQO International Conference Program – Sunday, August 24, 2008 – Part 3

Time	Session	Session Chair	1 st Speaker	2 nd Speaker	3 rd Speaker	4 th Speaker	SB- Speaker
08:15-10:15	K3	Central General Session	David Hutchins-United Kingdom <i>Professor Dr. Pal Molnar(Invited Speaker)-Hungary</i>	Continuous Improvement as A Way of Life <i>Jean-Claude Savard(Invited Speaker)-Canada</i>	A Hospital Wide Quality Improvement Program Inspired by Industrial Experiences <i>Professor Bo Bergman(Invited Speaker)-Sweden</i>	New Quality Roles- Organizations and Future-Making <i>Hesameddin Aref Kashfi (Invited Speaker)-Iran</i>	
	A3	Quality Culture and Leadership Development	<i>Dr. Jose Gatchalian Philippine</i> Management Strategy -Global Leadership through Growth with Responsibility <i>Dr. Alka Mitra-India</i>	Self - Management System <i>Mohammad Reza Hosseinian - Iran</i>	Emerging Leadership Roles in Virtual Process Ownership <i>Furqan Habib-Pakistan</i>	GIG Experience in Deploying a Competency-Based Selection System <i>Sara Rostamian-Iran</i>	Total Quality Management –An approach towards Good Governance <i>Uzma Akbar-Pakistan</i>
	F3	Quality Engineering and Quality Tools	Tariq Ahmad Khan - Pakistan SQC and Fluency	Application of Quality Function Deployment (QFD) In Aviation Industry <i>Abdul Wahid Mir- Pakistan</i>	Competitive Analysis of GSM-Based Cellular Service Providers in Pakistan Using House of Quality <i>Imran Ghafoor Chaudhry-Pakistan</i>	House of Quality Analysis in Health Care <i>Dr. Siamak Aghlmand - Iran</i>	How to Find Relationship between Performance Measurement System and TQM in Manufacturing Organization <i>Syed Irshad Ali-Pakistan</i>
	M3	Special Seminar	Paul Steel -USA Measuring Performance Excellence with Baldrige <i>Dr. Charles A. Aubrey II.- USA</i>				
10:15-11:00	Exhibition Visit and Coffee Break						

9th ICQM / 14th APQO International Conference

Sunday, August 24, 2008 – Part 4

Plenary Session

Session Chair:

Dr. H. James Harrington / Hesameddin Aref Kashfi

11:00 –
13:00

K4

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M4

- **Quality: The Basis for a Transcendental Global Culture**
Dr. Gregory H. Watson
Keynote Speaker, USA / Finland
International Academy for Quality President
- **Innovative Quality and Productivity Promotions : Selected Best Practices**
Dr. Miflora M. Gatchalian
Keynote Speaker, Philippines
APQO Secretary General Emeritus
- **The Path of Paradox**
Steven Unwin
Invited Speaker, United Kingdom
Access to Excellence Co. Ltd., Director

13:00 –
14:30

Lunch

9th ICQM / 14th APQO International Conference Program- Sunday, August 24, 2008 – Part 5

Time	Session	Session Chair	1 st Speaker	2 nd Speaker	3 rd Speaker	SB- Speaker
14:30-16:00	K5 Central General Session	Professor Dr. Pal Molnar - Hungary	Actuating the Leaders' Role through Innovations in Quality Training <i>Dr. Jose Gatchalian (Invited Speaker) - Philippines</i>	Quality of Life, A Spiritual Point of View <i>Abbas Sharry Moghadam (Invited Speaker) - Iran</i>	Emulative Leadership Qualities and their Global Ramification <i>Dr. R. H. G. Rau (Special Participant)- India</i>	
	A5 Six Sigma and Lean	<i>Dr. Robin Mann- New Zealand</i>	Reducing Production Cost Whilst Increasing Efficiency with Toyota Production System <i>Tariq Ahmad Khan- Pakistan</i>	A Case Study of Systematic Problem Solving and Six Sigma to Solve an Actual Defect in a Car Manufacturing Industry <i>Rexona Nazaripooya- Iran</i>	A Revised Double Sampling Control Chart <i>Dr. Dradjad Irianto - Indonesia</i>	
	F5 Knowledge Management	Abdul Wahid Mir- Pakistan	Change Management in an Engineering Organization <i>Mohammad Khodadad Kani - Iran</i>	Knowledge Management in SMEs- Current Practices and Potential Benefits <i>Nadeem Kureshi- Pakistan</i>	Knowledge Management in a BSC Project, GIG Experience <i>Razieh Halimi- Iran</i>	
	M5 Special Seminar	Dr. Gregory Watson - USA / Finland	What Comes After Six Sigma? <i>Dr. H.James Harrington - USA</i>			
16:00-16:30	Exhibition Visit and Coffee Break					

9th ICQM / 14th APQO International Conference

Sunday, August 24, 2008 – Part 6

Award Session

Session Moderator:

Victoria M. Vellestero, APQO Secretary General

16:30 –
18:30

K6

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M6

- **Walter L. Hurd Executive Medal**

Recognized for Regional Excellence in Management

- **Harrington – Ishikawa Medal**

Recognized for Regional Excellence in quality- related researches or publications and / or in academic pursuits

- **Miflora M. Gatchalian Medal**

Recognized for outstanding contribution to the promotion of quality innovation and practice in the Region

- **President's Award**

Recognition of Commitment, dedication and excellent support to enhance the Vision and Mission of APQO

- **International Asia Pacific Quality Award**

An International Award for Organizational Excellence for companies who won the National Quality Award in its home country.

18:30

End of day two

9th ICQM / 14th APQO International Conference Program- Monday, August 25, 2008 – Part 7

Time	Session	Session Chair	1 st Speaker	2 nd Speaker	3 rd Speaker	4 th Speaker	SB- Speaker
08:15-10:15	K7	Central General Session	Jean-Claude Savard - Canada What's in The Draft ISO 9001: 2008 & Excellence in Performance Auditing <i>Shan Ruprai (Invited Speaker)- Australia</i>	Navigating through Competition with Innovation and Creativity <i>Josephine J. Francisco (Special Participant) - Philippines</i>	The Hidden Part of Quality Driven Strategies <i>Dr. Vafa Ghaffarian (Invited Speaker) - Iran</i>	Everything You Need to Know About Benchmarking <i>Dr. Robin Mann (Invited Speaker) - New Zealand</i>	
	A7	Quality and Education	Dr. Dradjad Irianto-Indonesia Adapting Malcolm Baldrige Quality Assessment into QMeasure Instrument for Measuring Quality Standards of Educational Organizations <i>Prof. Jamil Haji Hamali- Malaysia</i>	Evaluation and Ranking of Knowledge Workers- Pakshoo Experience <i>Nafiseh Mottaghian -Iran</i>	Education for All: Quality Methodology at Imam Sadr Foundation – Lebanon <i>Raed Charafeddine- Lebanon</i>	Weighted Quantum Management for School Teaching/Learning Program <i>Dr. Elaheh Rabbani - Iran</i>	Islamic Perspective of Emotional Intelligence and Significance of Its Development <i>Saima Afzal - Pakistan</i>
	F7	Competitiveness and Sustainable Development	Abdul Khader Shaik-India Sustainable Development-A Major Challenge to the Aviation Industry <i>Mahmood Manzoor- Canada</i>	Influence of Cultural Factors on Customer Satisfaction and Repurchase Intent <i>Dr. Mizuho Ogikubo-Japan</i>	Benchmarking for a Sustained Competitive Advantage (SCA) <i>Farrukh Idrees- UK</i>	Sustainable Development- Extending the Scope of Business Excellence Models <i>Rajesh Goel- India</i>	Motivating Factors in Advertisement for Brand Recall in Print Media <i>Noor ul Islam - Pakistan</i>
	M7	Special Seminar	Dr. Charles A. Aubrey II. - USA Actuating the Leaders' Role through Innovations in Quality Training <i>Dr. Miflora M. Gatchalian and Dr. Jose Gatchalian - Philippine</i>				
10:15-11:00	Exhibition Visit and Coffee Break						

9th ICQM / 14th APQO International Conference Program- Monday, August 25, 2008 – Part 8

Time	Session	Session Chair	1 st Speaker	2 nd Speaker	3 rd Speaker	4 th Speaker	SB- Speaker
11:00-13:00	K8 Central General Session	Shan Ruprai- Australia	Getting Results from TQM <i>David Hutchins (Invited Speaker)-UK</i>	New Approach to Strategic Deployment <i>Mahshid Yazdanpanah (Invited Speaker)-Iran</i>	The Evolution and Future Direction of World Class Excellence <i>Paul Steel Special Participant)-USA</i>	Enhancing Competitiveness, Self-Assessment Approach <i>Abdul Khader Shaik (Special Participant)-India</i>	
	A8 Quality Projects Implementation and Researches	Professor Jamil Haji Hamali- Malaysia	Quality Management Practices in Growing Telecom Industry- an Industrial Insight <i>Nadeem Kureshi-Pakistan</i>	Measuring Service Quality in Hospitals Affiliated to Iran Medical Sciences University <i>Zhaleh Abdi-Iran</i>	Consumer Preference for Imported Products over Domestically Produced Products in Pakistan <i>Noor ul Islam -Pakistan</i>	Gender Differences in Communication Styles Among Employees of Service Sector: Age- Gender and Individual's Education <i>Bushra Tabassum-Pakistan</i>	Integrated Improvement System (IIS)- Application on Non-continuous Flow <i>Fu Xia-jiang – China</i>
	F8 System Approach and Management Strategies	<i>Dr. R. H. G. Rau – India</i>	Constructing Context in Quality Management Implementation <i>Dr. Dradjad Irianto-Indonesia</i>	Establishing Framework of Pakistan Quality Award <i>Muhammad Asim- Pakistan</i>	Global Corporate Culture: An Important Factor in Industry Competitiveness <i>Dr. Fermin G.Castilo-Jr-Saudi Arabia</i>	Strategic Design of a Homebuilding Developer Company <i>Masoomeh Nafar-Iran</i>	Strategic Selection of Problem-Solving Methodologies(PS Ms) to Gain Lean Production System <i>Rexona Nazari-pooya-Iran</i>
	M8 Special Seminar	Dr. Miflora M. Gatchalian- Philippine	Benchmarking: A Discovery Mechanism for Six Sigma Learning <i>Dr. Gregory Watson – USA</i>				
13:00-14:30	Lunch						

9th ICQM / 14th APQO International Conference

Monday, August 25, 2008 – Part 9

Closing Plenary Session and Ceremony

14:30-
17:00

K9

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M9

- Closing Keynote Address
Effective Leadership
Dr. Charles A. Aubrey II – USA
Asia Pacific Quality Organization & IAPQA Chairman
- **Closing Ceremony:**
- Recognition of The Best Member of the Conference Technical Advisory Board
Shan Ruprai, Hesameddin Aref Kashfi, Hamid Saraidarian
- Conference Participants' Satisfaction Evaluation Instantaneous Feedback and Report:
Sasan Ghasemi - Iran
- **Dr. Joseph M. Juran's** speech at the Centenary Celebration Ceremony on May 06, 2004 about Quality and Organizations' Responsibilities in Future and, Presenting Dr. Juran's commemorative pin to Conference Participants, Contributed by: *Juran Institute Inc. USA*
- Conference Sum – up and Resolution
Hamid Saraidarian – Iran
Conference Secretary General
- Hand-over of the Conference Flag to Mexican Institute for Quality Control (IMECCA) and, Invitation to the 15th APQO International Conference in Mexico in 2009
- Vote of Thanks
Hesameddin Aref Kashfi - Iran
Iranian Society of Quality Managers and Conference President

17:00

Adjournment of the 9th ICQM / 14th APQO International Conference

Supporting Organizations:



<p>Australian Organization for Quality</p>	<p>Austrian Association of Quality</p>	<p>Bangladesh Society for Total Quality Management</p>	<p>Azerbaijan Quality Association</p>	<p>Asian Quality, The Conference Official Media Partner</p>
<p>Business Performance Improvement Resource</p>	<p>Centre for Organizational Excellence Research</p>	<p>Center for Management Development</p>	<p>Chartered Quality Institute</p>	<p>China Association for Quality</p>
<p>Chinese Society for Quality</p>	<p>Czech Society for Quality</p>	<p>e-TQM College (U. A. E.)</p>	<p>European Organization for Quality Hungarian National Committee</p>	<p>Flemish Quality Management Center</p>
<p>Hellenic Management Association</p>	<p>Hong Kong Society for Quality</p>	<p>Indian Merchants' Chamber</p>	<p>Indian Society for Quality</p>	<p>Indonesian Quality Management Association</p>
<p>Institute of Quality Malaysia</p>	<p>International Academy for Quality Certification</p>	<p>International Association of Quality Managers and Auditors (IAQMA) (Republic of Kazakhstan)</p>	<p>Directorate for Standards and Quality (STAMEQ)</p>	<p>Japanese Society for Quality Control</p>
<p>Korean Society for Quality Management</p>	<p>Korean Standards Association</p>	<p>Latvian Quality Association</p>	<p>Lebanese Society for Quality</p>	<p>Lithuanian Quality Management Association</p>
<p>Libyan Quality Society</p>	<p>National Centre for Quality Management</p>	<p>National Productivity Corporation</p>	<p>Netherlands Network for Quality Management</p>	<p>Network for Quality, Productivity and Competitiveness, Nepal</p>
<p>PIQC Institute of Quality (Pakistan)</p>	<p>Philippine Society for Quality</p>	<p>Quality & Productivity Society of Pakistan</p>	<p>Romanian Association for Quality</p>	<p>Russian Organization for Quality</p>
<p>Shanghai Association for Quality</p>	<p>Smart Process International</p>	<p>Sri Lanka Association for Quality</p>	<p>Spanish Association for Quality</p>	<p>Standards and Quality Association of Thailand</p>
<p>The Mexican Institute for Quality Control</p>	<p>Total Quality Management Internation</p>	<p>Turkish Society for Quality</p>	<p>Ukrainian Association for Management Consultants</p>	<p>United Association of Serbia for Quality</p>

Conference Secretariat:

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