

THE ADEQUACY OF QUALITY MANAGEMENT WITHIN THE COMPANY STRATEGY: A WAY TO ACHIEVE BETTER CONTINUOUS IMPROVEMENT CASE OF MOROCCAN COMPANIES

Mohamed Amine M'BARKI

National School of Management/University
Abdelmalek Essaâdi
MOROCCO
mbarkima@yahoo.fr

Sara RBILI

National School of Management/University
Abdelmalek Essaâdi
MOROCCO
sara.rbili@gmail.com

ABSTRACT

An ever increasing number of certified companies, and the new tendencies brought by the 2015 version of the ISO 9001 standards which are clearly integrating the strategic aspect in the quality project supervision, bring up an ongoing debate. What is the mutual impact between the strategic reflection of the company and the quality process? And under which conditions? To fully play its role as a determinant of competitiveness, quality must not be taken as a set of techniques performed operationally. But it has become an inseparable part of the general guidelines of a company and fit into its strategy. Based on the organizational theories, the strategic schools, the key concepts of the TQM, and the contributions of 2015 version of the ISO 9001 standards we have proposed a performance-based unified theoretical integrative framework. From a methodological point of view, the coherence between the problematic and the data to which we have access and the nature of the studied phenomenon, has led us to prioritize a multi-method and sequential research approach. The purpose of this article is to demonstrate the importance of the adequacy of quality management within the company strategy and discuss its competitive components. This research provides a comparative analysis of business because it justifies the need of the contribution to the achievement of competitive advantage through Quality Management.

Keywords: Quality approach, Business strategy, relationship, competitive advantage, performance.