

## QUANTIFYING FACTORS THAT INFLUENCE THE IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEMS IN MEAT PROCESSING INDUSTRY: CASE OF ALBANIA

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### ABSTRACT

The attention in this study is focused on the management and particularly on products quality and safety issues in the level of businesses. More specifically, this research investigates factors that influence willingness of meat processing enterprises in Albania to invest on internationally recognized quality management standards (ISO). Objective of this research is to investigate how two attitudes of meat processing enterprises in Albania; 'Willingness to invest on ISO' and 'Perception about competition level' are affected by different factors belonging to internal and external environment of the organization. Stratified random sampling was used for selecting the sample of 45 meat processing enterprises out of 54 officially registered. Face to face interview survey method was conducted. The respondents were mainly managers, owners or high level personnel of the selected meat enterprises. The model of ordinal logistic regression was used to quantify the effects of different management factors on 'Willingness to invest on ISO'. As result we conclude that the more information and knowledge enterprises have about ISO standards, the more they will have the willingness to invest on these standards. The next finding is that, if companies want to operate in national markets (high competition level) it is a good choice to do a benchmark analysis, also if enterprises in meat industry want to operate in high competitive markets they have to focus on after sales services and on product delivery.

**Keywords:** Management standards, meat processing, enterprises, ordinal logistic regression, Albania.