

ABSTRACT
THE EFFECTS OF ISO QUALITY CERTIFICATION
ON THE COMPANIES BY SECTORS
AND A STUDY OF 200 COMPANIES

Çağıl ÇAĞLAR

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May, 2019 (137 Pages)

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Since the dawn of humanity, quality has served as one of the fundamental pillars of human endeavors. Over time, this concept has evolved into what is now recognized as Total Quality Management (TQM), a comprehensive approach to quality management. The intensified competition brought about by globalization has compelled organizations to focus on process analysis, quality enhancement, efficiency, and customer satisfaction, thereby paving the way for the widespread adoption of TQM practices.

This study examines the role and benefits of the TQM ambassador—a figure of increasing significance for organizations—in the context of the impact of ISO Quality Certification on enterprises. The primary objective of the research is to elucidate how ISO Quality Certification positively influences business performance and to identify the advantages it confers.

The data collected were meticulously analyzed using the SPSS statistical analysis software. The findings indicate that possessing an ISO Quality Certification contributes significantly to the improvement of business processes, the enhancement of competitive strength, and the achievement of customer satisfaction. These results underscore that the implementation of international quality standards plays a crucial role in fostering the sustainable success of organizations.

In conclusion, the study reveals that the adoption of ISO standards is instrumental in generating competitive advantages both in internal processes and in the global market, serving as an important reference for shaping future strategic plans.

Key Words: ISO, Quality, TQM, Productivity, Quality Management.

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