Quality Award in the Philippines

Behnam Neyestani, De La Salle University

Available at: https://works.bepress.com/behnam-neyestani/34/
Quality Award in the Philippines

Behnam Neyestani

During the 1990s, many countries revealed their demands to improve quality for the promotion the competitiveness of their companies with others in global market by a national policy for quality (Paraschivescu, 2014). They focused in three areas for developing quality management such as TQM, ISO 9000, and National Quality Awards (NQAs). Most of the government of these countries were interested to have their own quality awards. But before establishing a national quality awards (NQAs), it was very necessary to develop some “standardization activities on a national level by a national standards body”. This institution, carrying full government recognition through legislation that is responsible for the development and publication of national standards, as well as for keeping them up to date. In preparing standards, the national standards body calls upon the knowledge and experience of manufacturers, users, government departments, and others (Juran and Godfrey, 1998). NQAs usually
adopt and borrow some or all principles and framework of an international concern on TQM, “it is a best way of formally and publicly recognizing the efforts of organizations that have resulted in significant improvements or achieving world-class performance as assessed through a framework based on a set of core quality management principles” (Rajashekharaiah, 2014).

During the 1960s and 1970s, some countries were implementing Quality Control Circles in Asia. Chan and Quazi (2000). cited in the study of Onglatco (1985), that there were 370 Japanese and 133 Filipinos who had worked in QCC for unofficial measuring of productivity and quality efforts in the Philippines in the 1980s. Also, there were many Japanese firms with investments in manufacturing plants in the Philippines and other Asian countries had been implementing TQC first, and then TQM practices. In the late 1980s, the Asian companies that had business with Europe, were forced to apply ISO 9000 quality management standards as the requirement of the products exportation to European. But this matter was excepted for the Philippines, because of its American influence, would have had the good manufacturing practice adopted from MBNQA earlier than
the ISO 9000. Also, Chan and Quazi (2000) cited that Meralco co., the power factories was good in quality management, and able to upgrade its quality condition to a “World-Class” TQM implementation, because they have begun “benchmarking” as part of the quality improvement process began way back in 1986 in the Philippines.

However, The Philippine Quality Award (PQA) as the highest level of national recognition for quality management was introduced through Executive Order 448, issued by President Fidel V. Ramos on October 3, 1997. Subsequently, this national award for quality was created when President Gloria Macapagal-Arroyo signed into law on 28, 2001, Republic Act 9013. The major aspects and framework of PQA are from the MBNQA. The first edition of PQA was based on the 1995 Baldrige criteria. But when PQA was released in 2001, was based on 1999 Baldrige criteria. On the other hand, the PQA has adopted the seven criteria and self-assessment (scoring system) of Baldrige Award without any differentiation. The number of criteria categories in the Philippine Quality Award and Malcolm Baldrige National Quality Award programs are the same in seven categories, which six of them are
belonged to enabler categories with 550 points, and one category is concerned result with 450 points (Calingo, 2002).

The assessment process of Philippine Quality Award (PQA) includes a few steps for quality awarding, these steps are:

1) Eligibility determination;
2) Submission of application report;
3) Independent review;
4) Consensus review;
5) Site visit review;
6) Judges' final review, and;
7) Awarding ceremony.

Moreover, the principles of the PQA for the assessment of applicants is based on “Core Values” (Visionary Leadership; Customer Driven Excellence; Organizational and Personal Learning; Value Workforce Members and Partners, and; Agility). Philippine Quality Award (PQA) is possessed four recognition levels that it can be granted to the organizations as a valuable evidence for performing TQM practices in improving quality. As depicted in Figure 1, its highest recognition level is PQA for “Performance excellence”, and the lowest quality recognition level is “Commitment to QM” (PQM.n.d.).
REFERENCES
