

Abstract Details

Title: Pioneers of TQM: Their Journey and Philosophies

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Abstract: Customer's outlook has always contributed an organization to juggle around enhanced quality and is a decade old observation which even facilitated Japanese to eradicate their inferior quality products after Second World War to enhance quality of their industrial products in comparison to United States of America and European world. This scenario of quality augmentation forced business houses to switch to Total Quality in late 1960's at all levels which was fastened earlier just to product quality. With the amplified demand of superior quality products across the world, it became mandatory for global enterprises to develop such a culture of continuous quality improvement which was well advised and established by some pioneers of this field namely: Deming, Juran, Feiganbaum, Ishikawa and Crosby etc. Nevertheless, a management philosophy named Total Quality Management (TQM) glorified this concept and took a center stage in the 1980's. TQM allows every individual within an organization to indulge, to contribute and to build up wisdom of continuous improvement in them. One must see TQM as a culture, not as a program because if once it is established through all the corners of an organization, then glorification of business will become its permanent feature.

Keywords: TQM, Philosophies, Quality Planning.