

## Graphical Representation What Is Quality as the Basis of Formation of Culture Production or Services Provision

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**Abstract:** The study analyzes the role of graphic reflection of understanding the quality, given examples of the use of icons in order to create a new culture of quality. The researchers' vision of a human's culture cycle as the basis of operating culture and services is justified. The researchers prove the need for the formation of a unified information space of the graphic organization through the prism of the main provisions of constructing a system of quality management system, covering all spheres and levels of activity, all categories of employees. According to the researchers, the key role of graphical representation of images which refers to the quality of the organization is to develop a culture's quality of an employee which in turn, creates the operating culture and (or) delivery of services. For the foregoing reasons, the researchers attempted to give graphic understanding of what is the quality in the organization, formed on the basis of Quality Management System (hereinafter QMS). The approach to improve the operating culture and delivery of services is justified. The model of the graphical representation of the QMS in the organization, introduced by the researchers, allows us to identify and describe the processes to conduct self-evaluation and SWOT analysis, define the direction, mission and policy of SMART objectives in the field of quality. Finally, considered by the authors approach to visualization of the processes allows us to perform strategic, operational and project management by objectives, taking into account the internal and external situation with correctly prioritized development.

**Key words:** Corporate culture, services, development, graphic image, quality, quality philosophy, quality culture, quality management system

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### INTRODUCTION

**Research tasks statement:** Why it is important to understand the graphical representation of the quality? Can this form of presentation be a factor in creating a culture of production, provision of services? What is the determinacy of concepts, the cycle sequence of building a production's culture and service?

Graphic language is used in human life, since ancient times. Language of tattoos, clothes and jewelry as before, gives a great information about the person, about his affiliation to a particular culture. In virtual space, social networks, selecting photos, videos, people still generates more understanding about themselves and their culture through graphics.

In many ways, namely, through visual images people form their awareness of the world, including the world of quality, culture production and services. Obviously, the vision allows evaluating the quality is the degree where mixture of intrinsic attributes meets the requirements.

Doctor of Psychology, Assistant Professor of Physical Training RSPU Named after A.I. Herzen I.P. Volkova writes: "The main function of vision

cognitive: 90% of the information about the world around a person gets through the visual analyzer which is 30 times more than the auditory analyzer. Vision helps to display multiple attributes of objects and phenomena such as quality parameters: color, shape, size, distance, direction, physicality, rest and motion.

Compliance, anticipation and expectations, profitability depends on the motivation of every employee. At the same time, the formation of motivation of each employee is a key answer to the question: "What is quality for him for his organization and most importantly for internal and external customers, services of organization in which he works. Since, according to the researchers, the information is perceived better though its visualization, the perception of employees philosophy, ideology and quality policy, implemented in the organization also requires appropriate symbols. For example, people unconsciously prefer image and facilities created with the rules of the "golden section" than all other proportions, Juran (2004) writes and sets the scheme of Leonardo Da Vinci. Moreover, it is necessary to systematically generate a single graphical information space of organization, covering all areas and levels of the

organization and all categories of workers. This space form: graphic style organization, emblems, logos, electronic information boards, posters, signs, charts, writing on a variety of surfaces not only related to the safety and production information and content related to the values of the organization. Earlier in our country, such forms of graphics called visual agitation, propaganda and mostly posters were presented with the correspondence to ideological shade.

Under current conditions, the organization requires promotion of incompany culture and values of the organization for the formation of a new philosophy of quality in the minds of employees. Ideology and values of quality are the unifying factor of organization, regardless of political or religious beliefs, nationality, gender and age of its employees.

The visual quality range of a number of organizations is beginning not only with posters but reduction of things to order at the workplace such as the introduction of 5S, arrangement of recreation during breaks, facilities for personal hygiene, catering staff, the formation of the aesthetic appearance of industrial and office space and so on. Sure, it's not the point just wearing beautiful uniforms with the company logo and corporate identity attributes but in the creation of aesthetic and comfortable working conditions, incompany services if we talk about work clothes to provide its repair, individual lockers, free laundry.

"Creating conditions, change the mind" does and says the director of SPF LLC (Paker and Nagumanov, 2014). The experience of the director and staff of this organization deserve respect, attention and learning.

Visual images of professional activity form perception and human consciousness its culture of quality. Graphics of the declared values of the organization visual aids must meet the system improvements in everyday working life. Directors and officials should have the culture of quality.

Promoting a culture of quality, it is important to perform it in real life, especially in personnel management, authority and responsibility. You should practice what you preach. It requires consistent staff development in order to create a culture of quality, incompany and external training, exchange of experience, mentoring and formation of a "library of knowledge" of the organization. It is important to form the system of self-improvement of staff for the organization. When the goals of the organization and the individual ones are coincide with improvements, a new culture of personality and production is formed. This is relevant for the upcoming post-industrial era of knowledge-based economy. For this purpose, it is necessary to develop and implement in

quality management system related processes such as "Marketing Management", "Personnel Management" and "Social management", which are discussed in the earlier work of the researchers (Chukmarov and Safuanov, 2014).

Obviously, the Quality Management System (QMS) is effective when it is understood by all employees of the organization at the level of consciousness, at the "heart" and not only on paper and in a "network".

Documentation and visualization of understanding the philosophy of quality organizations will help to ensure that quality culture has found its place in the minds of employees. "All the staff and managers need to learn the culture of quality, must consciously live by it" says the director of the TUV Academy GmbH, Erfurt (Germany) Thomas BUschel (Anonymous, 2014). We agree with statement above of acknowledged expert and it should be noted the complexity of formation of the stable representation about the culture of quality, work culture, the culture of production and (or) services among personnel. This requires a systematic approach and integrated solutions.

Problems with the formation of ideas about culture are predefined by a variety of definitions and approaches to the understanding of "culture" in general and in particular, institutional, corporate culture (Liker, 2011; Persikov, 2011; Semenov, 2006). However in the database of the RSL in the economic sciences on August 4, 2014 as they found only one scientific work dedicated to the production of culture (Chernenko, 1996). It should also be noted that many definitions of the notion would not give the expected holistic view of the role played by culture of quality for the development of the organization today. Often in these definitions there is a very weak correlation between the values shared by the organization, its corporate culture, quality of production, service delivery, customer satisfaction and the organization. Meanwhile, it is obvious that there is a clear connection between the cycle link between two key concepts of "public culture", such as the production of culture in general and the "culture of personality". In fact, the culture as an important part of civility in general and is used as a basis for the culture of production and services. Majority of educated people in society defines culture in the same way as well as a majority of people with a culture of quality defines the culture of production and services (Behar, 2009).

The process of creating a culture of quality is cyclical and interrelated with many factors, because existence determines the culture and the culture modifies the existence. This process is lengthy and grow within of people, it requires the isolation stages of the cycle to

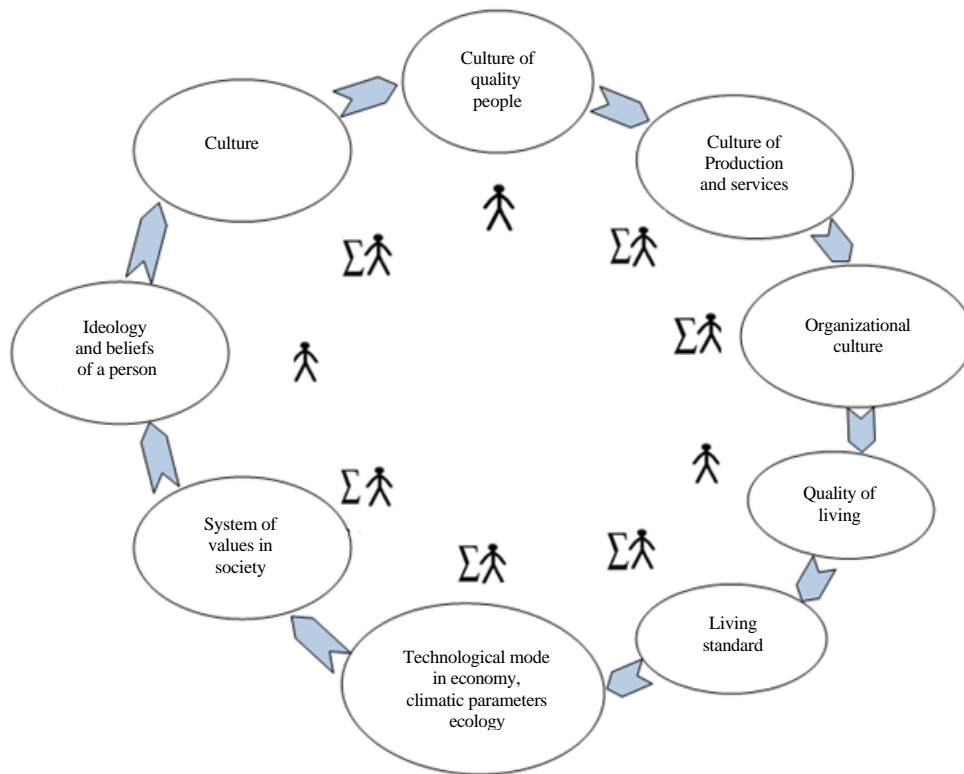


Fig. 1: The culture of quality building cycle

build a culture of quality, taking into account the key concepts and definitions, says Sharp (2012). A graphical representation of the culture of quality building cycle and the correlation of concepts proposed by the authors facilitates understanding of the process of building a culture of production and (or) services (Fig. 1).

Assuming the scheme above the researchers belief that quality culture is the essence of the personality, formed under the influence of society and create a new public entity as a culture of production and service. The human desire for self-improvement, improve their activities to prevent undesirable events, the ability to generate smart goals, thrift manages the resources to achieve them and the use of quality tools in their livelihoods, only a fraction of a culture of quality. The key role of the graphic representation of images that have the quality of an organization is to build a culture of quality employees which in turn, creates a culture of production and (or) the provision of services.

The use of graphic images on a variety of media to form conscious attitude to quality work and foster a culture of quality due to the fact that in the post-industrial era of knowledge and information society is changing the mindset formed the so-called "clipping thinking" based on a quick perception of visual images. Another question is

how deeply perceived and remembered the information embedded in the visual images? However, we can not neglect this phenomenon of our time (Semenovskih, 2014).

So, how to use graphics to create a culture of quality? Evgeny Miroshnichenko (2014) writes in relation to their field of activity: a Christian can ask the question: is there any possibility to use the experience of icon-centric thoughts and Christian culture as a whole in order to speak to the world in terms of video and image, without siding the tradition? Or it is not possible and text-centric tradition of Christian preaching will remain "a voice crying in the wilderness" was not understood and recognized by the new generation of "people of the screen?"

The answer to the question Eugenia Miroshnichenko contained in Orthodox iconography in the Bible for those who were illiterate and poor, created in the 15th century as a comic book (World Digital Library, 2014). In this study, V.N. Lugovogo "Ideal catholicity in Russian religious art of iconography X-XVI centuries" states: "the Orthodox iconography one of the most important areas of ancient Russian spirituality in which in an artistic form are embodied most important religious ideas and values, characteristic of the ancient Russian mentality. Icon is not only an object of religious art but also a visual image transmitting religious values".

If we consider religion as a worldview, the commitment to quality is also the worldview similar to religiosity. However, culture of quality is deprived of any attachment to religious, political, national, gender, age and other accessories of the person and this is its suitability for all. This is the “religion” without religion.

## **MATERIALS AND METHODS**

Perhaps the culture and values of quality, based on the diversity and unity of understanding of what is quality is the answer to the question posed by Erich Fromm: Is there a way to change to humanistic “religion” bypassing the religion: without dogmas and religious institutions? It is a question of introduction to the “religious” which was prepared by non-theistic scientists of the past from the Buddha to Marx. Further, he wrote: “We do not face a choice between the” selfish materialism or the Christian concept of God. In all spheres of public life at work, at rest, between people will form a new “religious spirit”, regardless of affiliation to any church” (Erich Fromm, 2006; Safuanov *et al.*, 2009).

Therefore, the new “religious spirit” is the spirit of quality which will form a new society and a new man a man of quality (Home qualitative), the authors say. “Home qualitative” is the key factor of a total quality management (Inyats, 2003) and improvement production’s quality, services and development of organizations in today’s transition economy.

However to build a culture of quality as well as religion requires a graphical representation of images in order to impact on human consciousness and the formation of understanding of what is the quality of production and (or) service.

In the context of the material presented in the study, it is appropriate to recall the advertising technology. For example, Nazaykin (2011), Ph.D., assistant professor of media theory and economics Faculty of Journalism, Lomonosov Moscow State University, writes: “If advertising technologies form the preferences of modern man, it is advisable to learn how to use them in the formation of graphic images for the purpose of instilling a culture of quality in the organization”.

To illustrate the foregoing, consider a few examples. First, as changed in recent years, graphic interface of operating systems such as electronic devices: PCs, laptops, tablets, smartphones. Interfaces gadgets have become friendly and intuitive at the level of the subconscious through the graphical user interface.

Touching “icons” on the screen of the smartphone, people already know what is going to happen. Such opportunities at the subconscious level form the human preferences.

Second, stages of development of quality systems as a five-star quality, proposed by Konoplev (2011). It illustrates a graphical representation of the evolution of the understanding what is quality in the XX-XXI centuries. However for understanding what is the quality of particular organization personnel or service these graphics may not be suitable. Posters as at (TCB, 2014) probably will not increase the adherents of quality.

As you know, the quality is the degree where mixture of intrinsic attributes meets the requirements. To build a culture of the organization’s quality in the minds of the staff, it is not enough; moreover, there is no visualization of this definition. However, understanding and information perception as described above is an important factor. “Menus immota manet. The mind remains unmoved”.

Academician A.I. Berg in the preface to the book of A.V. Glicheva, V.N. Panova, G.G. Azgaldova “What is quality”, argues that the interpretation of the concept of quality deserves encouragement. A.I. Berg writes: “In fact, we talk a lot about the quality, sometimes without a clear idea of its specific content which has practical implications for everyday life. Folk wisdom says: «Seeing is believing» (Glitch *et al.*, 1968).

Hereafter, we will attempt to understand the graphic image of what is quality in the organization, based on which the researchers of this study form a real and effective Quality Management System (hereinafter QMS), increase goods production and service delivery. Of course, graphic image presented is a “product” of the researchers which requires design improvements. From the point of heraldry, or rather its part emblems, symbols and ideograms are frequently used items such as a star, a circle and a pentagram. From the point of mathematics, the star is a mathematical perfection, claimed Pythagoras (The five-pointed star Wikipedia, 2014). For image of a star of quality, we used the following colors: red, yellow and dark blue. “Star of Quality” (Fig. 2) is a graphic image based on a set of solutions which embodied the idea of the quality (detailed interpretation of graphic images are discussed in the Encyclopedia of signs) (Roshal, 2008).

Quality of production and services is based on quality components, presented in the form of “star quality”. QMS Quality Management organization based on the priority management system that meets the requirements of ISO 9001:2000 (2008.2014), taking into

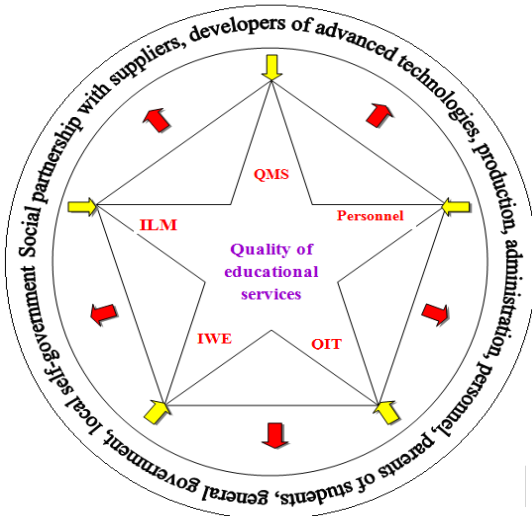


Fig. 2: "Star quality" for organizations engaged in educational activities

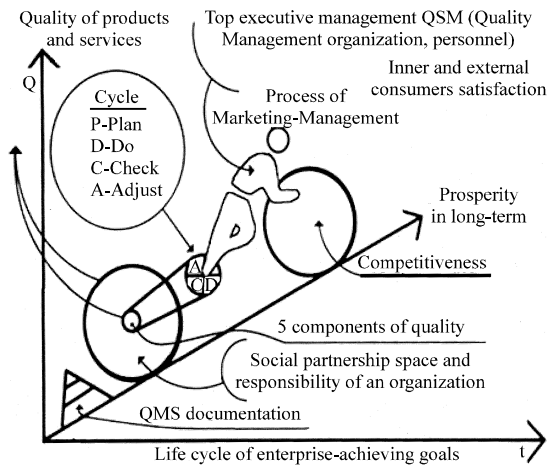


Fig. 3: "Bike of quality" by I.A. Chukmarov

account the recommendations for improving the performance of ISO 9004:2000 (2009):

- Personnel the quality of human resources, human capacity development and improvement of motivation
- IT quality of innovative technologies
- IWE providing the quality of products and services based on infrastructure and comfortable working environment that meets the requirements of internal and external customers
- ILM quality of inventory and logistics management. Partnership is formed by two-way interaction between internal and external suppliers and customers

- The arrows indicate on the one hand satisfaction of requirements of products and services and on the other hand-customer requirements

It is clear that to achieve the objectives of the QMS in addition to the graphic approaches to the quality there should be visualization of the process of promoting the quality. As emphasized above, the effectiveness of the organization provides a focused and systematic action and collective management organizations which should also find reflected in the chart. In this graphic representation shown below can serve as a "bicycle of quality" (Fig. 3).

## RESULTS AND DISCUSSION

This graphic explains how to provide dynamic components of "Star of Quality" which is in fact, the driving wheel of the bicycle. It is necessary to "spin" it by the entire staff as a team along with the executives in co-ordination through a quality management system. The direction of movement and motion control is governed by the "Marketing Management", based on the SWOT-analysis, the formation of the vision, mission, policies and the SMART goals of organization. To achieve them, strategic and operational plans in accordance with the priority projects are forming. The bottom bracket of this bike is based on cycle improvements by Shewhart W. Edwards Deming. In turn, graphically, the general scheme E. Deming philosophy description presented in Joseph Juran (2004). The process of "Marketing Management" in the figure defines the direction of motion of bicycle quality (Chukmarov, 2007). "Bicycling quality" demonstrates how increased competitiveness of the organization and culture of quality of production or services.

A choice in favour of the way the information was presented is clear to solve the problem of understanding what is quality and how it is important for competitiveness. After all, the front wheel will not go any further, if we do not spin the pedals and do not hold the balance (dynamic equilibrium). "Walking on foot, pushing a bike, won't let go further while the others spin hard".

Additionally, you must move in the right direction to achieve intelligent (SMART) goals of the organization in accordance with the internal and external situation, otherwise all efforts coordinated all activities will be in vain. Process allows to foresee the future and realize the task of organizing the movement in the desired direction on the basis of the SWOT-analysis is "The process-Marketing Management" which the authors considered in previously published studies (Chukmarov, 2008a, b).

## CONCLUSION

There is a low culture of production and services in organizations because of low quality of personnel which must be systematically and continuously developed. A graphical representation of the understanding what is quality stated above is important to build a culture of quality personnel in the organization. When developing and implementing quality management systems, it is necessary to return from abstract to concrete to go to our own organization and sphere of activity. "Paper system" (standards, regulations organization) comes to life only if culture of quality of each employee is cultivated. It is possible only when the self motivation is forming in the spirit of mutual social responsibility and social partnership in the team. The basis of its own model of quality management organization requires the definition and the graphic representation of what is quality for a particular organization and the individual employee. Without it, creating a culture of quality of a concrete person is not fully possible, thus preventing the creation of culture of production and services in the organization.

A graphical representation of the quality of the organization allows you to clearly identify and describe the processes, a self-assessment, SWOT analysis to determine the vision, mission, policies and SMART goals in the field of quality. Which allows doing strategic, operational and project management, taking into account the internal and external situation to give correctly prioritized development.

Undoubtedly, the graphical representation of the understanding what is the quality in the organization and the process of "Marketing-Management" in the quality management system is a tool of building a culture of quality personnel, marketing, quality management and human resource management in transition economy.

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