

Motivational Aspects of South Korean Quality Management Approach

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Abstract

During a 10-months mission as <Distinguished Visiting Professor> in a big private university of Seoul, South Korea, the author has had the opportunity to be acquainted with “Morning Calm” country – one of the Asia’s four “tiger economies” - as well as with its history, its people and its culture. Few Romanian people know that South Korea has succeeded – mainly during the years 1965-1985 - to rapidly improve productivity, quality, competitiveness, prestige and standard of living, as well as to build a so-called “Ubiquitous Information Society”. Unfortunately, about nobody in Romania knows HOW did they accomplish this and what kind of Quality Management (QM) has been adopted in their vast mass-production systems which could have made such rapid development possible. This paper has two main objectives: - To synthesize the results of a personal research about the QM approach in South Korea. As industrial strengths of this country in the areas of quality and global competitiveness were mainly in the electronics, automobile and shipbuilding industries, the author’s research was limited to these industries. A particular attention was given to the techniques employed in order to motivate South Korean employees for quality. - To establish some proposals on how Romanian industry can learn and gain from the experience of South Korean industry, in QM areas.

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