13th International Conference on ISO 9000 & TQM (13-ICIT)  
(Theme: Innovation for Competitiveness)

24 – 26 March 2008 (Mon.-Wed.)
Venue: Sheraton Subang Hotel & Towers, Subang Jaya, Malaysia

Organised by: SIRIM Berhad, Malaysia
National Productivity Corporation (NPC), Malaysia
Universiti Teknologi MARA (UiTM), Malaysia
Asia-Pacific Business Excellence Standard (APBEST) Academy, HKSAR

Deadline for 500-word Abstract: 20 Jan 2008

History of the ICIT

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<th>ICIT</th>
<th>Host (around April every year since 1996)</th>
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<td>Productivity Quality Research Centre, NUS, Singapore</td>
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<td>Centre for Mangt. Quality Research, RMIT, Australia</td>
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<td>Foundation for TQM Promotion, Thailand</td>
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Objectives of the 13-ICIT

Specifically, the 13-ICIT will focus on how best practices in ISO 9000 and TQM will affect quality trends in the new economy. TQM provides an overall concept that fosters continuous improvement in an organisation. The first objective of the conference is thus:

To provide a forum for the identification of contemporary development in the theories and practices of TQM and for the sharing of experience.

The number of ISO 9000 certified companies has seen a phenomenal rise, with over 1.2 million worldwide by end June 2007. The importance of the ISO 9000 standard, and its close relationship with TQM give rise to the second objective:

To establish the impact of ISO 9000 implementation on TQM towards Excellence.

Keynote Speakers & APBEST Examiners

Australia
- Prof. Alan Brown (Head, School of Management, Faculty of Business and Public Management, Edith Cowan University)
- Prof. John Dalrymple (Computing Devices Professor & Director, Centre for Management Quality Research, RMIT Uni.)

Canada
- Prof. Stanislav Karapetrovic (Professor, University of Alberta in Edmonton)
- Mr. George Laszlo (Founding Partner, Management Plus & Associate, National Quality Institute)

China
- Prof. Neng-Quan Wu (Director of Enterprise Management Research Centre, Zhong Shan University, Guangzhou)

Denmark
- Prof. Peter Neergaard (Prof. of Quality, Copenhagen Business School & Research Fellow at Stanford & Cambridge U.)

Finland
- Prof. Taina Savolainen (Dept. of Business & Econ., University of Joensuu, Finish Quality Award Examiner)

Hong Kong SAR
- Prof. Yuk-Kau Chan (President, Six Sigma Institute and Chairman, HK Quality Management Association)
- Prof. Sam Ho (Dean, HSSC and Founder Chair, APBEST, ICIT & HK 5-S Association)

Japan
- Prof. Yoji Akao (Founder of QFD, Professor Emeritus, Graduate School of Business Admin., Asahi University)
### Malaysia
Ir. Hj. Yahaya Ahmad (President and Chief Executive, SIRIM Berhad)  
Dato’ Nik Zainiah Nik Abdul Rahman, (Director-General of National Productivity Corporation)  
Prof. Dr. Rahmat Mohamad (Deputy Vice Chancellor, Research & Commercialization/Innovation, Universiti Teknologi MARA (UiTM))

### Sweden
Prof. Bengt Klefsjo (Organiser, Swedish Quality Awards & Prof. of Quality & Env. Mgmt., Luleå Univ. of Technology)  
Prof. Mosad Zineeldin (Chair of Marketing, School of Management and Economics, Växiö University)

### Taiwan
Prof. Ching-Chow Yang (Exaimer of the National Quality Award (Taiwan) for 15 years)

### Thailand
Prof. Prasert Suttiprasit (Chief Expert, Sukhothai Thammathirat Open University & Thai Award Examiner)

### UK
Prof. Mike Donnelly (Dean, School of Business & Enterprise, Queen Margaret University, Scotland)  
Prof. Ray Loveridge (Research Fellow, Professor Emeritus, Said Business School, Oxford University)

### USA
Prof. Satya Chattopadhyay (Prof. of Marketing, Kania School of Management, University of Scranton)  
Prof. Douglas Hensler (Dean, Craig School of Business, California State University, Fresno.)

## Call for Papers

With an exciting theme and clearly defined objectives for the upcoming 13-ICIT, we would like to invite papers for the following **Sub-themes**:

1. ISO 9000 and TQM for Innovation & Competitiveness
2. ISO 9000, ISO 14000, SA 8000 & OHSAS 18001
3. 6-Sigma for Innovation & Competitiveness
4. 5-S, Lean Mgt., QFD, BPR, and QC Tools
5. Leadership and Organizational Development
6. TQ Learning and Knowledge Management
7. Business Excellence and Quality Awards
8. Best Practices in Manufacturing & Construction
9. Best Practices in Services & Education
10. Best Practices in Public & Health

**Kindly note these important dates for the submission of papers:-**

**20 Jan 2008** *(Final date for submission of abstract, biography and Conference Paper Submission Form)*  
A 500 word extended abstract (without author’s name), a 100 word biographical note (appended to the end of the abstract), and the Conference Paper Submission Form in the same Microsoft Word file must be sent via email to the Conference Chair. All conference abstracts will be **double-blind peer reviewed** by the members of the Technical Committee to ensure their academic rigour and professional contributions.

**31 Jan 2008** *- Feedback on Abstract*  
All authors will be informed if their papers have been accepted by the review panel.

**28 Feb 2008** *(Latest date for submission of full conference paper)*  
The MS Word processed conference paper, written in a 6-page format provided by the conference co-ordinator, should be received via email to:  
**samho@hk5sa.com**  
All conference papers will be **double-blind peer reviewed** by the International Technical Committee.

**28 Feb 2008** *– Early Bird Fee cut off date*  
**15 Mar 2008** – **Final Date for Registration by Authors**

## Proceedings and Publications

The summary of each paper presented at the 13-ICIT will be printed in a bound Conference Proceedings (+ CD-ROM, incorporating the full paper and the Powerpoint presentation) called **“Innovation for Competitiveness”**, a copy of which will be provided to each participant. Style sheets for submission to the proceedings will be sent to you after your paper has been accepted. In addition, accepted papers will be automatically considered for publication in some of the journals whose editors will be present at the conference. A **Best Paper Award** will be allocated to each sub-theme, judged by a panel consisting of the moderators of the sub-theme and a relevant journal editor. These papers will be automatically considered for publication.

<table>
<thead>
<tr>
<th>Editor</th>
<th>Journal</th>
<th>Editor</th>
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<tr>
<td>Prof. Pervaiz K Ahmed</td>
<td>• European Journal of Innovation Management</td>
<td>Prof. Sam Ho</td>
<td>• Managing Service Quality Journal (Ex-Editor &amp; Asian-Pacific Editor)</td>
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<tr>
<td>Prof. D. Hussey</td>
<td>• Journal of Strategic Change</td>
<td>Prof. G. Vinten</td>
<td>• Managerial Auditing Journal</td>
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<td>Prof. John Peter</td>
<td>• Logistic Information Mgt.</td>
<td>Prof. Mohammed Zairi</td>
<td>• Business Process Management Journal</td>
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<td>• Management Decision Journal</td>
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<td>• Int. Jnl. of Health Manpower Mangt.</td>
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<td></td>
<td>• The Learning Org. Journal</td>
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<td>• Quality Focus Journal</td>
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<td></td>
<td>• Workplace Learning Journal</td>
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<td>• TQM Magazine</td>
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A 500 word extended abstract (without author’s name) and a 100 word biographical note (appended to the end of the abstract) should be sent via email to Dr. Za’faran Hassan (E-mail: zafaran@salam.uitm.edu.my) or Ms. Siti Halijah Shariff ( E-mail: sitihali@salam.uitm.edu.my) for papers from Malaysia. Others, please send to Prof. Sam Ho (E-mail: samho@hk5sa.com). Please also append your details to the same Microsoft Word file as required below:-

Title of Paper: ____________________________________________________________
_____________________________________________________________________
Preferred Sub-theme No.: __________

Name(s) of Presenter(s): ____________________________________________________
_____________________________________________________________________

Organisation: _____________________________ Job Title: ____________________________

Address: ________________________________________________________________
_____________________________________________________________________

Phone: ________________________ Fax: ________________________ Email: ________________________

Note: Once accepted, the paper has to be presented in person and the same fees are payable as for participant. Please send by email before 20 Jan 2008 (the sooner the better) to:-
Prof. Sam Ho, Co-Chair, 13-ICIT,
Email: samho@hk5sa.com
www.hk5sa.com/icit

Visa Requirement/Application

For many countries, visa is not required for stay up to 90 days. However, to obtain details on visa requirement/application, please visit the Malaysia Immigration Dept. website and start from: www.imi.gov.my/eng/perkhidmatan/im_Visa.asp
Vision of SIRIM (www.sirim.my)
To be among the world’s best in quality and technology

Vision of NPC (www.npc.org.my)
To be a world-class productivity & quality institution.

Vision of UiTM (www.uitm.edu.my)
To establish UiTM as a premier university of outstanding scholarship & academic excellence capable of providing leadership to Bumiputera’s dynamic involvement in all professional fields of world-class standards in order to produce globally.

Vision of APBEST Academy (www.apbest.org)
Enable organizations in the Asia-Pacific countries to improve their Corporate Governance and achieve Business Excellence through the most pertinent Business Excellence Standard (BEST).

Conference Venue
Sheraton Subang Hotel & Towers, Subang Jaya, Malaysia (www.sheraton.com/subang)

Conference Activities
Conference Dinner: 24/3/2008 evening
Special Conference Tour: 25/3/2008 evening
### Conference Tutorial Sessions

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<th>Time</th>
<th>Speaker</th>
<th>Topic</th>
<th>Objectives</th>
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<tr>
<td>T1</td>
<td>24/3/08 4 –5pm</td>
<td>Prof. Douglas Hensler (Dean, Craig School of Business, California State University, Fresno &amp; former Deming Professor, USA)</td>
<td>Deming, Innovation &amp; Competitiveness</td>
<td>Using Deming's System of Profound Knowledge (SPK) as a foundation, this workshop explores efforts since the publication of the SPK that extend Deming's ideas. Using the work of many authors, the workshop presents these extensions in the context of comparing/contrasting markets that follow traditional neoclassical economics with markets that exist in the knowledge economy where intellectual capital dominates, and includes topics such as knowledge enhancement, business ecology, value creation and sustainability.</td>
</tr>
<tr>
<td>T2</td>
<td>24/3/08 4 –5pm</td>
<td>Prof. Mike Donnelly (Dean, School of Business &amp; Enterprise, Queen Margaret University College, Scotland)</td>
<td>Service Quality improvement in the Public Sector</td>
<td>This tutorial reports on the application of the ServQual model to the service offered by Strathclyde Police – one of the biggest police forces in Europe. The aims are to apply the ServQual model so that a better understanding could be gained of the expectations and perceptions of the key group of stakeholders coming into direct contact with the police; to examine the validity of the ServQual model in this specific service context; and to assess the relationship between the ServQual measure of service quality and people’s perception of overall service quality, Value For Money (VFM), and service satisfaction.</td>
</tr>
<tr>
<td>T3</td>
<td>24/3/08 4 –5pm</td>
<td>Mr. Jason Chu (Founder and Chairman, Asia Pacific Customer Service Consortium, HK)</td>
<td>Achieving Customer Relationship Excellence as Competitive Strategy</td>
<td>Jason founded the HK Customer Service Consortium since 1998. He then joint hands with similar organizations in Australia and the USA to establish the Asia Pacific Customer Service Consortium. It then developed the Customer Services Quality Standard (CSQS). This tutorial will explain the intricacy of the CSQS in integrating the Balanced Scorecard and ISO9000 and provide a successful business case study to illustrate how the standard can be developed for your organisation.</td>
</tr>
<tr>
<td>T4</td>
<td>25/3/08 4 –5pm</td>
<td>Prof. Alastair Walker (CEO, Software Process Improvement Lab., Johannesburg, S. Africa)</td>
<td>ISO 9001 Process Auditing Workshop</td>
<td>Understand why applying the process concept mandated in ISO 9001 has proved so challenging to implement for most enterprises. Gain insight as to why so many surveillance audits rarely get beyond the nit-picking non-conformance stage and fail to focus on process improvement. Receive practical guidance for understanding the difference between immature and world class process management using a five stage process capability model drawn from ISO 9001 concepts.</td>
</tr>
<tr>
<td>T5</td>
<td>25/3/08 4 –5pm</td>
<td>Prof. Yoji Akao (Founder of QFD, Japan)</td>
<td>QFD and Competitiveness</td>
<td>A diagnosis on how QFD can be applied to facilitate corporate governance through administrative knowledge management from the founder’s perspective.</td>
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<td>T6</td>
<td>25/3/08 4 –5pm</td>
<td>Prof. Sam Ho (Creator of the 5-S &amp; Lean 5-S Auditing Checklist and Founder of the HK 5-S Association, Quality Expert at SIRIM during 93-94)</td>
<td>Improving Competitiveness through 5-S &amp; L5S</td>
<td>5-S stands for Structurise, Systematise, Sanitise, Standardise and Self-discipline. Over the last 2 decades, the author has developed two proprietary 50-point 5-S and Lean 5-S checklists which are proven effective for quality improvement and corporate governance. The tutorial will introduce participants on how to become a 5-S Auditor for standardising the safety, hygiene, quality, productivity and image in order to improve the competitiveness of their organisations.</td>
</tr>
</tbody>
</table>
REGISTRATION FORM

Ms. Zurina Mohd Bistari  
13-ICIT Secretariat,  
General Manager, Marketing, Business Dev. & Sales Dept., SIRIM Berhad,  
1, Persiaran Dato’ Menteri, Section 2, P.O.Box 7035,  
40911, Shah Alam, Selangor, Malaysia.

Contacts :-  
Ms. Zurina Mohd Bistari  Tel : +603-5544 6352  E-mail : zurina@sirim.my  
Ms. Bahiyah Edrak  Tel : +603-5544 6357  E-mail : bahiyah@sirim.my  
Mr. Mohd Kamal Ariffin  Tel : +603-5544 6349  E-mail : mdkamal@sirim.my  
Fax: +603-5544 6334

(Please use a separate form for each delegate.)

Please register me for the 13-ICIT at HSSC on 24-26 Mar 2008.

Name (Prof./Dr./Mr./Ms.): ___________________________  Job Title: __________________________

Organisation: ______________________________________ ______________________________________

Address: __________________________________________ ______________________________________

Phone: ____________________  Fax: ____________________  Email: ____________________________

The following is for your information only (to be used after your Abstract is accepted):

<table>
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<tr>
<th>Conference Fee</th>
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<th>Early Bird (by 24/2/08)</th>
<th>P/G students</th>
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<td>(Includes 6 tea-snacks, 3 networking lunches, all plenary, parallel and tutorial sessions throughout the three-day program + Conference Dinner and copy of Proceedings + CD-ROM)</td>
<td>US$400</td>
<td>US$360</td>
<td>US$200</td>
</tr>
</tbody>
</table>

*Please decide on your amount payable ➤

# Please enclose a copy of your valid full-time student identity card

- For local participants from Malaysia please contact the Conference Secretariat for information on the Conference Fee and Payment Procedure for Malaysian delegates.

Payment Method

☐ Direct Bank Transfer / Internet Bank Transfer * : HSBC  
  Address: Shop 38, Citylink Plaza, Shatin, N.T., Hong Kong.  
  Tel: +852-2691-6415  Fax: +852-2692-4387  
  SWIFT Code: HSBC HKHH HKH  
  Account Name: Asia-Pacific Business Excellence Standard Academy Ltd.  
  Account No.: 004-557-895711-838  US dollar Account

* Please instruct your bank to pay all transfer charges from your account.

☐ I enclose a cheque/remittance, made payable to  
  ”Asia-Pacific Business Excellence Standard Academy Ltd.”
Accommodation
13-ICIT delegates are free to book accommodation with any hotel they choose. Special conference rate has been negotiated with the accommodation supplier below and it has been chosen for its proximity to the conference venue. Please note that accommodation bookings are to be made by contacting the venue directly and to obtain this rate you will need to mention the 13-ICIT conference. Accommodation bookings close on 1 Mar 2008, any late registrants will have to take a chance on accommodation availability at this venue.

Sheraton Subang Hotel and Towers
Jalan SS 12/1, 47500 Subang Jaya, Malaysia.
Tel: +603-5031-6060  Fax: +603-5031-9624
Email: subang.reservation@sheraton.com
http://www.sheraton.com/subang

Special Rate for ICIT delegates ~ US$90
(Please use the Hotel Booking Form on the last page.)

Hotels in the vicinity  Please visit http://www.malaysiantourism.ca/

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<th>Address</th>
<th>Contact Information</th>
<th>Distance to Conference Venue</th>
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<tr>
<td>Concorde Hotel Shah Alam</td>
<td>3 Jalan Tengku Ampuan Zabedah C9/C, 40100 Shah Alam, Selangor, Malaysia</td>
<td>Tel: 603-5512 2200 Fax: 603-5512 2233</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>Grand Blue Wave Hotel Shah Alam</td>
<td>Persiaran Perbandaran Seksyen 14, 40000 Shah Alam, Selangor, Malaysia</td>
<td>Tel: 603-5511 8811 Fax: 603-5511 8899</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>Holiday Villa Hotel &amp; Suites Subang</td>
<td>9, Jalan SS 12/1, 47500 Subang Jaya, Selangor, Malaysia</td>
<td>Tel: 603-5633 8788 Fax: 603-5633 7449</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>The Summit Hotel Subang USJ</td>
<td>Persiaran Kewajipan USJ 1 47600 UEP Subang Jaya</td>
<td>Tel: 603-8023 3000 Fax: 603-8023 2239</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>UiTM Hotel Shah Alam</td>
<td>Fakulti Pengurusan Hotel &amp; Pelancongan UiTM Shah Alam 40450, Selangor, Malaysia</td>
<td>Tel: 603-5543 5689 Fax: 603-5543 5698</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>Sunway International Hotels &amp; Resorts</td>
<td>Level 2, Pyramid Tower Hotel Persiaran Lagoon, Bandar Sunway, 46150 Petaling Jaya.</td>
<td>Tel: 603-7492 8000 Fax: 603-7492 0636</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>Carlton Holiday Hotel &amp; Suites</td>
<td>No.1 Persiaran Akuatik, Seksyen 13, 40100 Shah Alam, Selangor, Malaysia</td>
<td>Tel: 603-8073 8080 Fax: 603-8073 8088</td>
<td>Walking Distance</td>
</tr>
<tr>
<td>Sun Inns Mentari Hotel (Budget Hotel)</td>
<td>1, Jalan PJS 8/5, Dataran Mentari, Bandar Sunway, 46150 Petaling Jaya, Selangor, Malaysia</td>
<td>Tel: 603-5638 0993 Fax: 603-5638 0992</td>
<td>Walking Distance</td>
</tr>
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</table>
**Tourist Information:** Please visit [http://www.malaysiantourism.ca/](http://www.malaysiantourism.ca/)

<table>
<thead>
<tr>
<th>Culture and Heritage</th>
<th>Adventure</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's a bubbling melting pot of races and religions with a constant procession of delightful festivals.</td>
<td>Full of wonders and attractions and umpteen adventures, experience the exhilaration of the endless.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City Excitement</th>
<th>Redang Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fascinating fusions of tradition and modernity, our cities are ideal cosmopolitan getaways.</td>
<td>Pulau Redang is the largest of a group of islands dotting the South China Sea off the Terengganu coast.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perhentian Island</th>
<th>Pangkor Laut, Perak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terengganu’s culture, intact and in tandem with the modern world, makes it the most charming state.</td>
<td>This private island is polled ‘Best Island in the World’ by Conde Naste Traveller.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Langkawi Island, Kedah</th>
<th>Tioman Island, Pahang</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local legends, beautiful beaches and natural marvels make this island especially enchanting.</td>
<td>Acclaimed one of the world’s best island getaways, Tioman was the location of the musical ‘South Pacific’.</td>
</tr>
</tbody>
</table>

For further information regarding the Conference Venue, Registration Details, Activities, Accommodation and Tourist information, please contact:

**Ms. Zurina Mohd Bistari**  
13-ICIT Secretariat  
Tel: +603-55-44-6352  
Email: zurina@sirim.my
**RESERVATION FORM**

NPC – 13th International Conference on ISO 9000 & TQM (13-ICIT)
23 – 27 March 2008

<table>
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<tr>
<th>To:</th>
<th>Subang Reservations (Sales Manager)</th>
<th>From:</th>
<th>Company:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>+60-3-5031-9339</td>
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<tr>
<td>Email</td>
<td><a href="mailto:subang.reservations@sheraton.com">subang.reservations@sheraton.com</a></td>
<td>Email</td>
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<td></td>
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<tr>
<td></td>
<td><a href="mailto:roziyati.abdullah@sheraton.com">roziyati.abdullah@sheraton.com</a></td>
<td></td>
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</tr>
<tr>
<td></td>
<td><a href="mailto:ahmadrizan.nordin@sheraton.com">ahmadrizan.nordin@sheraton.com</a></td>
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<td></td>
</tr>
</tbody>
</table>

**Guest’s Information:**

- **Guest Name:** Mr/Ms __________________________
- **SPG No.:** ______________
- **Company:** __________________________
- **Designation:** __________________________
- **Address:** __________________________
- **Tel:** __________________________
- **Fax:** __________________________
- **E-mail:** __________________________

**Reservation Details:**

- **New Booking** ☐
- **Amendment** ☐
- **Cancellation** ☐

- **Check-in:** ______________
- **Check-out:** ______________
- **Arrival Flight Details:** ______________
- **Departure Flight Details:** ______________
- **Time:** ______________

- **Superior @MYR260++ (MYR299nett) = (USD87.75nett)** inclusive of 01 buffet breakfast
- **Deluxe @MYR300++ (MYR345nett) = (USD101.25nett)** inclusive of 01 buffet breakfast
- **Executive Package deluxe room @NYR375++ (MYR431.25nett) = (USD126.56nett)**
  - Inclusive of 01 buffet breakfast/free braodband/4 pieces of laundry/Evening cocktail

- **Please indicate the bed type:**
  - ☐ King
  - ☐ Twin
  - ☐ Smoking
  - ☐ Non-smoking

- **Other preferences:** __________________________

* Above is a special rate for NPC 13-ICT on 23 – 27 March 08.
* For stays before/after event dates are subject to Hotel’s Best Available Rates/Promotional rates.
* Above rates are inclusive of 1 breakfast

**Billing Instructions:**

- **Personal Account** ☐
- **Company’s Account** (Undertaking Letter by company who have credit facility with Hotel) ☐

- **Credit Card Details:** __________________________
- **Expiry Date:** __________________________

- **Card Holder’s Name:** __________________________

* This credit card will be used to guarantee your reservation.
* Reservations that are not guaranteed by credit card will be released on arrival date at 1800 hours (Malaysian Time).
* No-Show and Cancellation Policies – one night’s accommodation charge is applicable.

**Hotel Confirmation:**

We are pleased to confirm your booking as below:

- **Confirmation No.:** __________________________
- **Room Type:** __________________________
- **Room Rates:** __________________________