

KEY FACTORS ON CONSTRUCTION OF COMPETITIVENESS USING THE PERSPECTIVE OF
FINANCIAL ALLOCATION AND TQM – TAKING AN EXAMPLE OF EDUCATIONAL TRAINING
INSTITUTES IN TAIWAN

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Abstract

TQM (total quality management, TQM) helps organizations to improve customer satisfaction and to enhance product quality and operation efficiency. This study integrates management activities of TQM into the method of quality function deployment (QFD), using indicators of financial expenditures in the strategy of operation. With the methods of QFD, the indicators of financial expenditures are used as management techniques for the first time to discuss the factors of educational training institutes in Taipei, Taiwan. The study finds that the key success factors include the expenses of copyright, education and training, advertisement and insurance, and teaching and administrative employees. Also, this finding shows the nature of this kind of institute operation. Through financial indicators, these institutes can enhance competition, attract potential customers, create service differentiation from the peers, and make more accurate planning for operation activities, quality management, and financial requirement to provide the needs of customers.

Keyword : total quality management (TQM), quality function deployment (QFD), educational training institutes, financial indicators.