

# **Out of the crisis of the quality profession: The new renaissance in the quality discipline**

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## **Abstract**

In this article, the crisis of the quality profession is recognized and analyzed based on the authors' long term business perception and research and standardization involvement, the extensive reference material and collaboration with researchers and practitioners of the different disciplines. The prevailing conceptual thinking of quality is obscure and ambiguous without the valid scientific basis. As the reaction to the situation, the authors clarify the conceptual essence of quality and present a solid scientific baseline for the ontological fundamentals of the quality discipline. Also fragmented practices of quality management are categorized, and the preferred and natural paradigm is presented. Today's acute topics of expanded application area of quality including the 4th industrial revolution, are considered. As a particular challenge to the quality, profession, the article presents viewpoints for developing intriguing professional practices of quality management for SMEs and startups. With this article, the authors want to contribute to the world-wide conversation on the crisis of the quality profession and in this way to influence on the development of the renaissance, the new era, in the quality discipline.