

# **Crisis of Quality Management**

*Alexander Linczényi, Renata Nováková*

<sup>1</sup>*Faculty of Material Sciences and Technology in Trnava, Slovak University of Technology in Bratislava, Trnava, Slovak Republic*

Nowadays, the issue of quality management is focused on the application of ISO Standards. If a business obtains a certificate of the quality management system, the issue of quality management is more or less resolved. However we forget that ISO standards are focused only on the internal processes and in any case they do not resolve the whole issue of the complex of quality management. External processes are decisive for the efficiency of quality management. The authors of this paper identify such a state as crisis of the quality management. This crisis can be characterized by following crucial factors: existence and influence of myths in quality management, normative attitude to quality management, reluctant attitude of ISO standards to innovation and to its implementation, ignoring quality economy by ISO standards. Authors of the paper for changing this situation propose so-called creative quality management as a starting point. The article will contain the proposal of the quality management in the context of new ideas and trends. The reply to the above-mentioned crisis of quality management authors propose the substitution of a normative approach in quality management by the creative quality management. Authors in the same time form the content of creative quality management and also the main tool of this management – “Model RIQP (Research – Innovation – Quality – Profitability)” (Presenting author Linczényi)