

**FROM 'QUALITY IN OUR LIFE TO QUALITY OF OUR LIFE':
The Disruptive Effect of the Digital Revolution on the Quality
Profession**

*Professor Mohamed Zairi
Emeritus Professor (University of Bradford in UK)
Emeritus Academician IAQ
Executive Chairman of European Centre for Best Practice Management
www.bradford.ac.uk*

Abstract

The cumulative effect of the digital revolution on reshaping the nature of the business world and the copability, adaptability and sustainability of business organizations has been radical to say the least. The race in so far as leaders are concerned is no longer the realization of set strategic goals, bringing in carefully considered and systematically implemented change supported by digital technology but rather it is the struggle of redefining the organization's value chain more often than ideally required, the consideration of innovative products and services as shorter and shorter in terms of 'shelf life' and the adaptation to a new competitive world where almost everything is considered to be a 'commodity'.

This principal talk will consider the following points:

- The evolution of the quality profession and the challenges that it is currently facing;
- The digital oriented modern organization and how it functions;
- The Savvy, Inspired customer and the phenomenon of Experience orientation as a source for value creation;
- The erosion of quality concepts and philosophy at the expense of the emerging opportunities such as Big Data, Internet of Things (IoT), Artificial Intelligence (AI), 3D Printing, Smart Service Delivery through Personalization etc.;
- The migration from Measuring Customer Satisfaction to Measuring Happiness as a viable alternative

The talk will present concepts with some examples where emerging ideas and methods are already being implemented.