




The Role of Quality Management in Increasing Organizational Effectiveness in the Context of Universities

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Abstract: In the face of rapid change and increasing complexity in higher education, quality management (QM) is emerging as a useful tool for universities to adapt and optimize their processes. This paper emphasizes the importance of implementing effective QM systems in academic institutions, highlighting their significant impact on organizational effectiveness. The research aims to investigate how QM implementation can enhance efficiency within universities. It achieves this by analyzing current QM practices, identifying areas needing improvement, and proposing specific solutions. The study reveals a diverse range of QM approaches across institutions, reflecting their unique structures and processes. While many universities have initiated QM systems, the success and coverage of these initiatives vary. Key areas identified for potential improvement include decision-making transparency, interdepartmental communication, and the integration of student feedback. The research also highlights gaps, such as the lack of systematic QM implementation, unclear performance indicators, and difficulties adapting to rapid changes in higher education. The overarching message of this paper is that a well-implemented QM system can be a strategic asset for universities, supporting both academic and administrative processes. QM implementation has been shown to increase organizational efficiency, leading to improved academic processes, reduced administrative costs, and increased satisfaction among students and staff. The research findings underscore the need for continued investment and commitment to QM in higher education. By embracing QM principles and practices, universities can enhance their overall performance, adapt to evolving challenges, and provide a higher-quality educational experience. This research not only contributes to the existing knowledge base on QM in higher education but also provides practical recommendations for institutions seeking to improve their organizational effectiveness.

Keywords: Quality Management, Organizational Effectiveness, Management System, Academic Performance, Continuous Improvement.

Introduction

In the contemporary landscape of higher education, universities are confronting a multitude of intricate challenges. The pace of change is accelerating, demanding constant adaptation and a relentless pursuit of greater efficiency within these institutions. This dynamic environment has elevated Quality Management (QM) to a position of paramount importance. QM is now recognized as a fundamental component for streamlining processes, enhancing operational efficiency, and upholding rigorous standards of performance in higher education.

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