

BOOK REVIEWS

Saša M. Stepanov,
“MODEL OF QUALITY OF SERVICES
OF BUSINESS SYSTEMS IN CATERING”,
Economics Society Ekonomika, Nis, 2018, p. 198.

Just published monograph (2018) Assist. Prof. PhD Saša Stepanov, a professor at the Faculty of Applied Management, Economics and Finance in Belgrade, could have a significant impact on the theory and practice of quality of services in business systems. The definitions, attitudes and conclusions presented in the monograph are the result of a long and fundamental work undertaken in order to provide answers to the quality of services, especially in the catering industry.

Writing a primitive monograph to the doctrine of a doctoral dissertation has always been a venture that requires skill that goes beyond the natural supremacy of scientific expression, especially when an authentic topic is to be presented within the framework of the science of quality. It is precisely the scientific monograph “Model of Quality of Business Systems in Catering” by the author Assist. Prof. PhD Saša Stepanov, a good example of the text on quality and its impact on the development of a society that is acceptable and comprehensible to the broad audience of readers.

The monograph has three parts. The first part consists of seven heads: “History and quality of quality”, “Defining quality”, “Fundamentals of the quality management system”, “The basis for establishing effective and efficient quality management”, “Quality in service quality, services, service specificity and their basic dimensions, and Basic Quality Measurement of Service Quality Measurements, while in the second and third parts of the monograph, the “Methodological Concept and Results of Research and Their Interpretation” are presented.

In the first chapter “History and importance of quality”, in one systematic and simple way, basic historical facts related to quality, control, testing, overall quality management, total quality of society, as well as its significance are presented. In order to achieve and maintain the quality of services in terms of user understanding and expectations, the author considers the basic strategy to successfully ensure the overall satisfaction of the user and its retention, ie ensuring his loyalty.

After the first, the author in the second chapter, “Defining Quality,” sums up several quality definitions that are directed towards a closer and clearer expression of a market approach to quality, as well as its definition, stressing that access to quality has changed depending on social and economic conditions or conditions on the market, and concludes that quality is a timeless concept. Accordingly, the author’s premise is that quality is composed of many parameters that interact in different ways, with certain quality characteristics having different significance depending on the type of product. The author views the quality as an alternative that has no alternative. From the aspect of the market, quality is one of the most important requirements, and from the aspect of the organization itself, quality is defined as the most important business function, which must be managed. A well-designed and set quality management system encompasses

all phases and all activities of the organization, from the initial determination of the requirements of the users, to the final fulfillment of their requirements and expectations, including support after delivery, all the way to the end of the life of the product or service. Activities can be in direct connection with the environment, or primarily related to the organization itself within which the activities take place, says the author of PhD. Stepanov. The term “quality” is not defined only in relation to users, but also in relation to the fulfillment of requirements, and those requests are made by all interested parties or stakeholders. The author then states that the services are a direct consequence of the realization of service activities, and in order to meet the market demands and expectations, the quality of the service plays a key role. Therefore, the user should first define the requirements for the service, and then evaluates and evaluates the level of service quality in the process of realization. Service processes are designed, organized, controlled and managed according to the requirements for quantity and quality of services. Service quality is a direct consequence of the applied strategy, technology and organization of service processes. Quality indicators in the service system relate to logistics resources, logistic processes and subprocesses, human resources, management and organization. The societal perspective refers to the quality of life, safety and environmental protection. From a social point of view, the quality of service needs three key functions: environmental protection, protection of human life and health, and protection of service users. Working conditions and security of service delivery are the basic factor that influences the choice of service strategy and technology. Certain service processes follow significant risks, so that in designing and organizing service processes, potential risks should be reduced to the minimum, and should be aimed at eliminating them.

From the third to the seventh head, the author performs analyzes of the basics of the quality management system, with the establishment of effective and efficient quality management, primarily in service activities. In the third chapter, it is emphasized that the family of SRPS ISO 9000 standards distinguishes between requirements for quality management systems and product requirements. Requirements for quality management systems are specified in the standard SRPS ISO 9001, because the requirements for quality management systems are generic and applicable in organizations in each industrial and commercial area, service activities, etc., regardless of product category. Standard SRPS ISO 9001 does not specify product requirements. Standard SRPS ISO 9000: 2007 lists examples of “users, owners, employees, suppliers, bankers, trade unions, partners or society” as examples of stakeholders. The new standard SRPS ISO 9004: 2009 defines stakeholders as individuals or other entities that add value to the organization, or are otherwise interested in the organization’s activities or activities of an organization affecting them. The management system can also be checked according to the requirements of international standards such as ISO 9001, ISO 14001, OHSAS 1800, etc. In the next, the fourth, the author analyzes the transition period in which Serbia is located, with a special emphasis on respecting norms in that period of the current standard ISO 9000: 2008. However, by adopting ISO 9000: 2015, these standards and guidelines are redefined to a certain extent in order to facilitate the integration of quality management systems. The standards of the SRPS ISO 9000 series are designed to help organizations of all types and forms of organization to implement and implement effective quality management systems. The standards of the SRPS ISO 9000: 2005 Series comprise the subject and area of application of the family of 79000 standards

and define the appropriate terms, while SRPS ISO 9001: 2008 defines the requirements for a quality management system when an organization needs to demonstrate its ability to consistently provide a product that meets the requirements of the users and the relevant laws and regulations, then SRPS ISO 9004: 2009 defines management in order to achieve a sustainable organization's success, and SRPS ISO 19011: 2002, ie, a system for checking the quality management system and / or environmental management system. In the next three chapters of the monograph, fifth, sixth and seventh, the author also devotes great attention to quality in service activities, which provides guidance to support organizations for achieving sustainable success in a complex, demanding and changing environment, using the approach through quality management, then quality specifics services and their basic dimensions. The author seeks deep analysis in order to highlight the level of quality of services that has become a key factor of competitiveness, regardless of whether the buyer, the end user evaluates the service in question together with the material product (as an integral value of quality measurement) or separately from it. For this reason, the performance of the service system that delivers such services is very significant. Considering the fact that services have enormous importance and great participation in national economies, especially in developed countries, the author dedicates attention to this aspect precisely. Thus, the field of scientific knowledge of this monograph is directed towards quality.

In the second and third parts of the monograph, the methodological bases and results of the research and their interpretation are presented. Consequently, the author presents his research by carrying out the research on a convenient (convenient) sample, which is formed from the users of catering services of the business system, which was the easiest to arrive in the period of conducting the research, starting from the purpose and tasks of research and set hypotheses. The scientific contribution of the monograph is based on the extension and deepening of knowledge on all issues related to the subject of research, i. for the quality of services in the hospitality industry and their contribution to the affirmation of the quality of services in general, as well as the inclusion of these findings in the theoretical fund of science on quality and service economy. This research defines the basic factors of quality of delivered services in the catering industry, as well as the possibility of their prediction based on the socio-andragogical characteristics of the respondents (beneficiaries of these services). The distinguished factors of quality of catering services served as a basis for determining the model structure which should enable more precise approach to certain aspects of the quality of catering services in general, as well as their evaluation. At the same time, the practical contribution of this research undertaking is in defining, based on the empirically determined indicators, the quality of delivered services, key factors from the perspective of catering service users. The information thus obtained indicates what needs to be done and what must be avoided in order to improve existing catering practices. In other words, the practical significance is reflected in the application of a new methodological procedure in evaluating the quality of services in the catering industry, which has the satisfaction of the beneficiaries of these services.

The scientific significance of the presented monograph by PhD Stepanova in the case of several positive and negative criticisms is also contained in the fact that he will give us a theoretical breakthrough in finding out the characteristics of some of the most important phenomena related to the quality of the services of business systems as it will

represent the readers not only insight into the definitions of basic concepts, but also a reliable guide through the labyrinth of the quality model of modern business systems, primarily in the catering industry. The indirect, social significance of the monograph is that the actors engaged in the field of quality decision making and implementation will improve the knowledge and thus the probability of creating new and expanding existing models of quality modern business systems in the catering industry. The book is very well written, and its layout, the overview of matter, the way and the simplicity of presentation are at the highest level. Complex measurements and research are explained in a very clear way. It will start to benefit everyone studying this issue, either in practice, either as science workers or students.

Prof. PhD Todor L. Petković