

THE ROLE OF LEADERSHIP IN QUALITY MANAGEMENT

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Abstract: *Previous leaders can influence the activity of the Organization even after they left. To the question 'How do you think that you will remain in the memory of the Organization?' the majority of those questioned admitted that they didn't even have been thinking about this issue. They either will not remain in the memory of the Organization, whether it will retain things that managers of the organization they'd forgotten. Organization managers who have brought significant changes in the work of the Organization will remain in memory for the principles on which they were promoted. Current leaders Managers ' behaviour is studied extensively by subordinates and sometimes even copied. Leaders must be aware of the effects of their behaviour and lifestyle; they could then easily create a behavioural model. It is surprising how easily you can copy certain attitudes and behaviours such as heavy drinking, swearing, indifference, impertinence.*

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Introduction

The physical framework.

The physical ambiance of the organization may have an influence on the ongoing importance of the activity, the psychological environment. Working conditions have effects both positive and negative impact on the Organization's staff. The headquarters of the organization is located in a modern building equipped with elegant furnishings, and the production departments were removed dirt and negligence.

Technology and its effects on the culture of the organization. Conduct of the Organization's activity gave rise to the patterns of thought and behaviour. The production process is coordinated, can unfold automatically. Administrative work is carried out for the most part on paper or computer.

Myths and legends of the organization. Are used to encourage the desired behaviour of the organisation.

Stories and anecdotes. Differs from myths and legends, in that it relies more on reality.

Body work

Usually they are more recent. They are a powerful cultural tool, because they are created by leaders who want to achieve a certain effect, but must be constructed carefully, there is a danger of falling into the ridiculous. The main aspects of teamwork are related to communication, common goals, cohesion, fairness, autonomy, leadership and quality. Communication involves the exchange of information between individuals and can be done both verbally and non-verbally. Common goals are guidelines and rationale for action, practical commitment to common goals. The group represents its cohesion and uniformity is determined by the sum of all factors that cause members to remain on the team. Cohesion has positive effects for the team, providing social support and confidence, but also detrimental, i.e. trends toward uniformity. Equity refers to the way in which rewards and punishments are divided into a team, and how members can participate in decision-making. Autonomy refers to the interdependence of the team and its members, the manner in which the team can influence its own activity, the manner in which decisions are made, and the manner in which a member of the team can act independently. The leader is the one who sets the strategic direction of the Organization, develop and implement the strategy. Aspects of teamwork generate multiple advantages and benefits supported by all, namely:

- Increased motivation of employees. Team work keep employees involved in what I do usually work li looks more attractive, social needs are met, individuals works better in the presence of others;
- Increased productivity. The teams have the potential to create a positive synergy;
- Increased customer satisfaction. Employees need referencing, and teamwork can help them, by increasing the interactions between members, to satisfy their needs;
- Commitment in order to achieve the objectives. Encourages individual goals transformation teams into targets of the Group;
- Improving communication. Teams create dependencies between people that require members to interact considerably more than when they work alone;
- Skills development. Implementation of teamwork is almost always accompanied by the development of skills relating to the job: technical skills, decision-making and interpersonal;
- Organizational flexibility. The teams focus more on processes than by function, enhances skills development organizational flexibility.

The effects of teamwork for organizations are as follows:

- Labour productivity growth;
- Improving quality;
- Decreased overhead costs;
- Improving morale individuals.

Because the environment is changing, the leader is the agent that promotes change within the organization. Organizational culture orientation towards results and high performance is achieved closely with individuals working group meeting with achieving their sense of satisfaction with the induction of certain loyalties. For the success of such a culture, group members should be treated with respect and encouraged to take initiative in everything they do. It is necessary for managers to establish reasonable standards and clear enough autonomy to grant subordinates to excel. As the structure while certain values to which the company, these values provides a guide behaviour working group and provides a common direction daily work effort. Socialization of group members is the organizational culture arising from formal to informal relationships that are built/in time within working teams, reflecting a certain uniformity and unity in the implementation of the company. Social practices in the workplace or outside it are extremely important for new individuals in the various work teams. The roles of leaders are varied: the visionary and strategist, administrator, conductor of the organizational culture, head of the Working Group, the procurement and allocation of resources, training of certain skills and abilities, the tasks, mentor, etc. Of these some are essential:

- Control over events in your organization that involves the establishment of formal and informal relationships with group members;
- Promotion of organizational cultures that give your organization an added value and allowing implementation of the strategy at the highs in a continual improvement and adaptation to changes in the economic environment;
- Adaptability to changing organization preservation conditions of the environment and the opportunities that arise. Is encouraged to identify and stimulate individuals capable within the Organization;
- Obtaining consensus meaning resolve power struggles and tensions that arise within the team. Therefore, the team leader should stimulate proposals, to support them on the valuable, to exercise their right to vote in critical situations, and to demonstrate leadership in diplomacy the process of implementation of the strategy of the Organization;

- The establishment of ethical code of organization which assumes that the leader must outline the code of ethics and to use his personal example for compliance;
- Encouraging collective action to improve the execution of the strategy and performance of the organization.

The relationship between leadership and work teams are the reflection of the leaders of the teams, respectively leaders of vision and create this provides guidance and trusted team members. Teams are always looking for an advantage. To be successful a team needs talent, work, technology, efficiency, but the difference between the two teams is their leader because:

- Individuals determine the potential of the team;
- Work ethic determined preparation team.
- Vision determines the direction of the team;
- The leadership team determines success.

Teams are always the reflection of their leaders. In addition, organizational culture and attitudes and behaviour management shapes the leaders and members of the working group. In direct connection with the definition of the Mission of the company, with the strategies applied by this, with daily practices that every day, is a culture-specific management of a business organization. According to its history and specific approach to the problems they face, as well as leadership and organizational practices applied, any society formed in its time a culture of management. Organizational culture can be equated with organizational climate as it means the mood and the values that define the daily life of a company regarded as a distinct entity by the other entity is like. Cultural diversity is a challenge for the Organization, and in this case managers can no longer master the explosion under the crop. Organizational culture can be achieved through the Organization's philosophy and attitudes through focus on the acceptance of the risk, as well as on confidence and preference for action. It may be that members of the Organization to associate their efforts with the implementation work of the solutions through adaptability and creativity. That is why leadership is seen both as an individual characteristic of a person and as a decisive condition of society. That is why the task of leaders is to form a community, to give a direction and a group of individuals, in order to achieve common objectives. The organization develops only when leaders fail to transmit values, and these are accepted and assimilated by all members of the Working Group as being the best course of action and thinking. Creating and maintaining a culture of organizational and managerial staff in the company leadership is an issue that has its roots in the company's founders and its subsequent successors. Therefore, the values of the Organization must be essentially those of managers.

Strategic management guides the company's activity is strongly marked by organizational culture and that's why managers must ensure a permanent culture values to be processed and displayed by a large number of teams, regardless of their hierarchical level. Organizational values are at the heart of organisational culture and offer some alternative action while others are removed, and that's why the life of the organization is modelled. It involves teams when they feel that they are part of United and the way in which the organization operates will determine the personal needs of individuals. In the present context of globalization, the rapid growth of the market of unprecedented competition, the role of leaders and managers, is becoming more important because they are the people who must create and implement an devote vision through the Organization's successful strategies and policies conducive to the development of society. In the context, the type of managers discussing the appropriate organization culture, a culture of quality and a customer-focused culture, whereas the notion of culture is related to certain values that managers are trying to introduce them within that organization. The most effective catalyst of introduction and development of knowledge management systems is strong culture and oriented properly to the individual and collective knowledge, intellectual capital accumulation through learning, etc., for organizational problem solving. Organizational culture exerts a decisive influence on the methods and strategies that can purchase brake, dissemination and use of knowledge within the United. Actual development of the concept of organizational culture in society is determined by the necessity of perception of the Organization, despite the multitude of interests and goals within them, as a whole, with both the weaknesses and its strengths, especially as having its own rationality. Organizational culture organizational peculiarities allow the depiction of her personality, principles of operation and development of the organization. The culture of the Organization, as its philosophy, reflects a whole system of criteria that define the way of thinking and action by members of the organization by putting their mark on the history of the Organization and management of activities. The managerial practices of society cover the exercise of management functions and managerial relationships (relationships between bosses and subordinates, hierarchical relationships in line and relationships on the same hierarchy level), including a whole series of activities aiming at: decision making; structuring and burden-sharing; motivating people; control procedures; communication and circulation of information; relationship managers work with the team; existing psycho-social climate, etc. These management practices show how management fulfils its mission Central-influencing behaviours of members of the Organization in order to increase its performance. These attitudinal orientations of the society are the expression of a structured system of values, and assumptions of the estimates, based on which members decide what is good and available for work tasks, to achieve and to maintain efficiency. The values do not correspond to the objective of the

always organization functional requirements and do not always contribute to ensuring efficiency. Organizational culture exists only in and through the members of the Organization, but they are not necessarily aware of it. It is not the fruit of chance or a decision, it is the result of a long process of learning, adaptation and adoption, representing a set of basic assumptions and supported by registers members of the Organization, operated by an unconscious manner and established in the course of history to deal with problems facing the organization. In organization, culture cannot be inherited, but only taught as a set of norms, values and rules of behaviour. That's why the appropriation of cultural norms for the members of the Organization of noting action in the following areas: creates, at the level of individuals, a behavioural conditioning so that they respond to certain stimuli only in a certain way; individuals values and cultural norms at the unconscious level, so their reactions are quasi-automatic and does not represent the result of determination of rational, conscious. The Organization's culture and strategy are fundamental components of competitiveness and efficiency; they define the manner in which the

Conclusion

Organization procures, develop and use the main resources in order to achieve its objectives. That's why culture and strategy are linked by close connections and interdependencies and perform each one customized set of roles in your organization well whereas the strategy indicates how the Organization will adapt to environmental conditions and how they will use their potential in order to achieve its objectives. The Organization's strategy is an emanation of the organizational culture; the way people interpret reality of internal and external to their organization and relate to other people or groups of people inside or out. Organizational culture is oriented in a spirit of excellence, as well as management strategies to be competitive and efficient whereas the main source of power is the hierarchical position. Technological innovations aimed at ensuring strategic flexibility and adaptability to structural business entailing important changes in the organizational culture of the company. The Organization's mission and objectives mission declares the specifics of the activities they carry out organization and course management will take in the future, characterizing what the organization intends to do and become long-term. A properly formulated has to show who is the Organization, makes it and where it is heading. Objectives give a concrete image of the Organization on the general orientation depending on her mission, and the strategy is aimed at the right way to achieve objectives, taking into account the conditions of domestic and external factors. If your organization's objectives aiming at

achieving a high level of product quality, then it is preferable to a ' culture ' role, but if the objectives aimed at growth, innovation, the development organization is preferable to a crop type ' task ' and/or ' power '.

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