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SOCIAL RESPONSIBILITY AND QUALITY OF LIVING - PROCESS APPROACH-

Abstract: *This paper continues to elaborate on the connectivity between standards and the complex category which is usually expressed as the quality of life. For this work, the Social Responsibility standard was selected among all others, due to generality of its principles and guidelines. These principles and guidelines directly or indirectly affect the quality of life, regardless of whether it is measured by subjective or objective approach. What this paper does, in an original manner, is connecting the quality of life, social responsibility and process approach, one of the fundamental principles of quality management. Preoccupation of this research team is to set the process approach and the "owner" of the process in the center of social responsibility, in order to create its impacts, and indirectly, as well as directly - the qualiity of life that he would also enjoy.*

Keywords: *Quality of living, Process approach, QMS, Social responsibility*

1. INTRODUCTION

Quality of life or in fact quality of living is often main subject of the majority of Earth's population that affects all living communities, whose position towards it express in their own ways. Quality of life as a complex, multi-layered, multi-dimensional category is the subject of interest of sociologists, philosophers, environmental scientists, doctors, economists, lawyers, biologists, teachers, trade unionists, engineers, clergy and others. Such a wide range of interest has provoked reflections on this subject and a large number of research enterprises that derived numerous works since Aristotle to the present day. Despite this, the topic is only superficially processed, and today is more actual than ever.

Quality of life is for doctors-health, for philosophers-morality and human values, for sociologists-social relationships and communication, for economists-material well-being, for the priests-religion, for ecologists-protected environment ... [8]. In fact to create quality of life makes it even more. According to [4] the main categories of quality of life include: employment, economic wealth and resources, family stability, community life and social roles, health and health services, and knowledge and educational system.

Wide and varied field of interest for quality of life, especially by professional and scientific public, gave also a wide number of works since the already mentioned Aristotle to today. Such papers came from sociology, philosophy, environmental and other social and general areas. This paper was written by three engineers taking into account the literature sources and relevant research, with an ambition to provide managerial and technical aspect to the issue of quality of life, reducing this complex problem to the plane of standards and their application.

Many scientific papers were published about standards and quality of life, including those written by these authors [3,4,5,6,7,8], and they discussed the influence of management standards on raising the quality of life, mostly in general level.

Authors of this work were seeking answers on how the quality of life helps the "owner" of the process, effectively manages the process in terms of group of standards that deals with social responsibility.

2. QUALITY OF LIVING AND MANAGEMENT STANDARDS

This paper will not go into deep analysis of quality of life, since definition, approaches, the subjective and objective criteria for assessing this topic lead to wide debate and different approaches. But it should be noted that the complex, multifaceted and

multidimensional quality of life is achieved gradually and through a lot of influence. This complex problem needs to simplify, for a moment, ignoring the wider impact culture - civic and organizational, as well as tradition and religion on the quality of life, always keeping in mind their fundamental impact. For this discussion should focus attention on the contribution they make to standards of management and general standardization to achieve quality of life. This influence a broad front of tens of standards on quality of life (Figure 1) in this small area the thorough very difficult to present, but the emphasis is on the standard ISO 26000, which refers to social responsibility, even thou it is not a management standard.
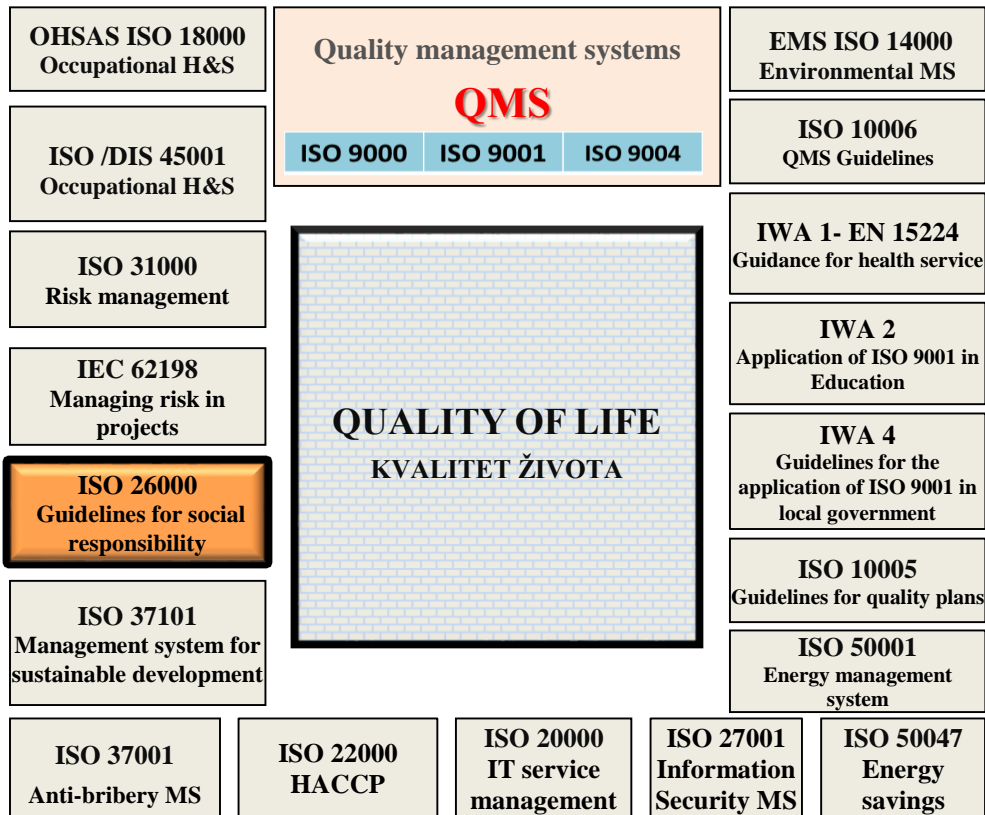

OHSAS ISO 18000 Occupational H&S	Quality management systems **QMS** ISO 9000 ISO 9001 ISO 9004	EMS ISO 14000 Environmental MS
ISO /DIS 45001 Occupational H&S		ISO 10006 QMS Guidelines
ISO 31000 Risk management	**QUALITY OF LIFE** KVALITET ŽIVOTA	IWA 1- EN 15224 Guidance for health service
IEC 62198 Managing risk in projects		IWA 2 Application of ISO 9001 in Education
ISO 26000 Guidelines for social responsibility		IWA 4 Guidelines for the application of ISO 9001 in local government
ISO 37101 Management system for sustainable development		ISO 10005 Guidelines for quality plans
		ISO 50001 Energy management system
ISO 37001 Anti-bribery MS	ISO 22000 HACCP ISO 20000 IT service management	ISO 27001 Information Security MS ISO 50047 Energy savings

Figure 1. Quality management systems - QMS

When analyzing the impact of management standards on quality of life, it is easily observed that the effects make a large mosaic where each standard, with its principles, requirements and suggestions, generates at least one piece of it and some of them even more.

Without some "pieces" there is no mosaic, because it would look unfinished and without any meaning. Such is the quality of life that without establishing here presented standards would not be complete and sustainable. For example, the question arises whether there is a quality of life if there are no established standards of quality management in organizations and public administration. It also refers to the establishment of standards of environmental protection, as well as on standards of security and safety and protection of health or to the quality standards in health care and quality of education. Then it applies to risk management, energy efficiency and social responsibility, as well as all other management standards.

3. THE PROCESS APPROACH AND SOCIAL RESPONSIBILITY AS A PARADIGM OF THE QUALITY OF LIVING

This paper, due to the extreme complexity of the impact of management standards on quality of life, will focus on the impact of one out of the large group of standards that deal with social responsibility. The question is repeatedly raised: Why this standard? It is simply because you must start from one standard must begin, and social responsibility, because of its generality, is suitable for this kind of approach.

Social responsibility, with its principles and guidelines, has the highest scope of the generality of the impact on quality of life, considering all standards. This standard defines the principles: accountability, transparency, ethical behavior, respect for the interests of stakeholders, respect for the rule of law, respect for international norms and behavior, respect for human rights, defining relations between organizations and society, customers, employees, environment and future, i.e. towards sustainable development.

Guidelines of standard ISO 26000 - Social responsibility, elaborate on principles mentioned above, pointing out the basic segments of the organization activity in the spirit of social responsibility. Large, medium and small organizations are directed toward the defined guidelines, and emphasis is placed on the role of top management and all employees in achieving the increasingly pronounced requirements of social responsibility. The guidelines suggest how to establish and to implement continuous improvement of corporate social responsibility. The guidelines incorporate a large number of general guidelines by which the organization demonstrates its commitment to the principles of social responsibility. Implemented principles, guidelines and instructions for the operation, make social responsibility system of the organization.

The main areas covered by the social responsibility are systematized by standard in seven groups.

a) The management of the organization is the most important factor for the integration of social responsibility in the overall operations of the organization. And management is the key to effective management of the organization (ISO 26000-6.2).

b) Human rights are the basic rights of human beings manifested through two categories: (1) Civil and political rights, as the right to life and freedom of expression and (2) economic, social and cultural - the right to work, the right to have health care, the right to have education and the right to have social security (ISO 26000-6.3).

c) Work practices include: employment, career advancement, discipline, termination of employment, training and vocational training, health, safety, industrial hygiene, working hours and compensation for work (ISO 26000-6.4).

d) Environment includes: natural resources, pollution, climate change, habitat destruction, and the destruction of whole ecosystems and the degradation of rural and urban human settlements.

e) Fair business practices relate to the ethical behavior of the organization toward other organizations (government bodies, suppliers, customers, competitors, associations ...). Fair practices include: fight against corruption, the responsible political action, fair competition, promoting social responsibility and respect for property rights.

f) Relationship toward customers of goods and users of services includes corporate social responsibility organization in practice to meet the legitimate needs of consumers, including: security, awareness, and chances of choice, respect for opinions, compensation, education, sustainable consumption and environmental protection, as well as protection of privacy.

g) Involvement in community development is a very important part of any organization to improve the public good and for the sake of strengthening the democratic and civic values. Community Involvement and Community Development are integral factors of sustainable development, because the organization is a stakeholder in the community. These common interests and involvement in the community are

expected in the following areas: education and culture, to create jobs and develop skills, also in the development and access to technologies, as well as in the creation of wealth, income and health care.

How these guidelines are implemented in the organization, depends on many factors that are different and that are appropriate to the type of organization as well as to the purpose, activities, size, environment, education of employees, state of mind and the other relevant characteristics.
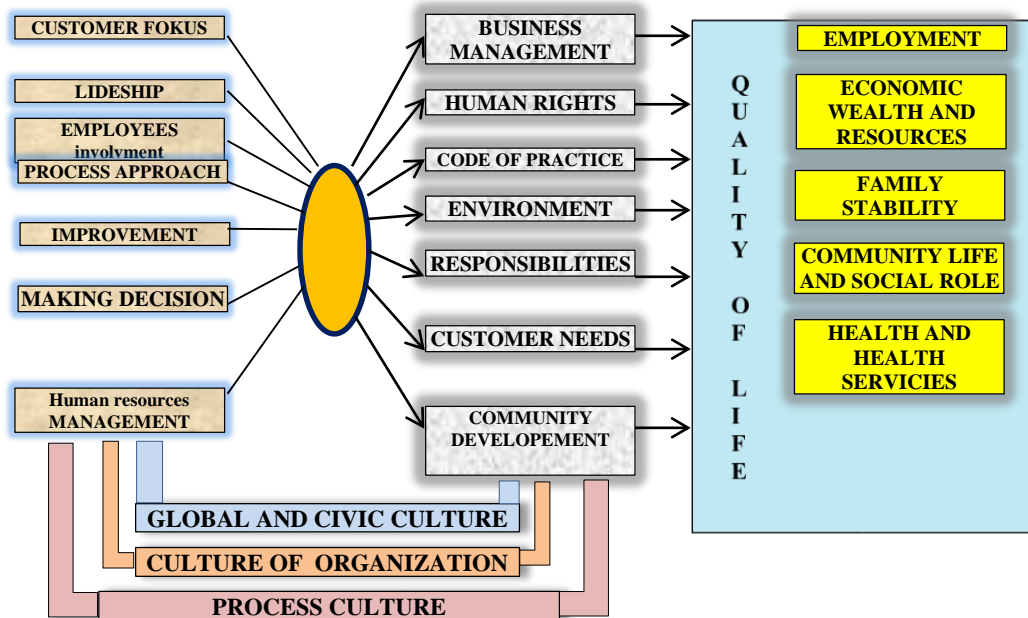

Figure 2. *Process culture*

For this work is very important whether accepted principles and implement suggestions actively contribute to the level of life that meets the needs and desires of individuals, material as well as spiritual, which is one of several definitions of quality of life. Integrating the principles and suggestions of social responsibility into the functioning of organization is particularly important and requires defining articulation factor that exists in all of these suggestions, and effectively acts in the organization.

A process approach (ISO 9000) and a "process owner" (ISO 9004) have been used to identify such a factor of action, which has the basis in management standards. Through the process approach as the lead QMS principle, other management system standards are included. The quality of life of the "process owner" is an important prerequisite for the

quality of life of an organization and the quality of life of society as a whole. This is particularly influenced by the culture of the of the "process owner", processual and technical, as well as organizational and general-civil culture. Characteristics of processes and of their owners relevant to achieving a satisfactory quality of life are mentioned in this paper only as the indications.

3.1 The process is every organization and every activity or group of activities of an organization. The process has the ability to take over and integrate every suggestion of social responsibility through its transformations into the outcomes. More complex suggestions often affect more processes, so they are the connective tissue of these processes, contributing to the coherence of the process network.

3.2 The process approach is the leading principle of quality management and is thus interpreted in ISO 9000 series standards as well as in other standards such as ISO 14000, ISO 31000, ISO 27000 ... If the social responsibility suggestions in this paper are analyzed, it is easy to recognize that the process can be the realization of these standards. The process system consists of, in addition to the input elements, transformations and outcomes of the anticipated results and the "process owner" institution.

3.3 The "process owner" is an alpha of the new paradigm of quality management and overall system management. It can be one person, group and all employees in an organization that manage one process or the network of processes. Each of the employees is the "owner" of a process, regardless whether he is receptionist or the director. Receptionist has a relatively simple process, and the director is the "owner" of a relatively complex process, defining and implementing a vision, policy, strategy ... Between these two "owners", depending on the type of activity and size of the organization, can be more "owners" of the process. It is based on the fundamental principle of managing that "process owners are not the most valuable resources in the organization, but, as they often say - they are the organization itself".

3.4 In the research, whose basic references are made in this paper, the "process owner" gains new meaning and significance. He, at first, gets the attribute - the "owner" of quality of life. Namely, he is the creator and realization of quality of life and, at the same time, the one who achieves that the level of quality of life meets his needs and desires. Ownership of the process is assumed and enriched by "ownership" of risks, ownership of environmental protection, ownership of security of information systems and other "ownership", and that is the integral ownership. "Ownership" is a complex institution that neglects the old management philosophy to organize "one thinking and planning, and the other executing". Within the process in which these "ownership" is represented, there is planning,

investigating, risk recognition and managing, environment protecting... The process is the nucleus of the organization. If it is well managed then the product is good too, and if the process is not good, then the product is not good either. That is why the process competitiveness is increasingly emphasized.

3.5 In addition to the institutional framework, the power to the "owner" of the process is given in particular by the person or persons that are in the role of the "owner" of the process, or should we say, the role of social responsibility owners, or the quality of life, within the process. The term "person" is used here for an employee who has accepted the duty of the "owner" of the process. Employee accepts his duty through great effort (sacrifice and training) and takes action and responsibility and thus becomes the "owner" of the process in its integral capacity. With this "owner" of the process, the quality of life is experienced and is further transmitted through action.

An important aspect of improving the culture of living is culture (general, organizational and processional) as the basis for developing QMS, for developing social responsibility and for developing quality of life.

4. FINAL REMARKS

The complexity of the categories named by the syntagm of quality of life is analyzed in this paper from the aspect of influencing the principles and guidelines of the standard (ISO 26000) defined by social responsibility. This is part of a wider study of the influence of the whole group of standards of management on quality of life. In content of this paper is introduced the term "owner" of the process, or "owner" of quality of living. This institute introduces man or group of people into the center of quality of life as actors who create and experience it. As every principle and every suggestion of social responsibility standards affects the achievement of individual elements, each standard of management, as well as other standards, with lower or greater intensity, affect the quality of life.

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