

55th EOQ Congress
World Quality Congress
Budapest, Hungary - June 20-23, 2011

"Navigating Global Quality in a New Era"



June 21, 2011 (Tuesday) Pre-Congress Seminars

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

Tuesday 13:30 – 17:30
Erzsébet tér 7-8, Budapest V.

REGINA BALLROOM I.

10.1. INNOVATION AND QUALITY I.

Session Chair: *Robert E. Cole, Doshisha Business School, Japan and University of California, Berkeley, USA*

Cole, Robert E. (Japan/USA), Member of the International Academy for Quality (IAQ)

Robert Cole is Emeritus Professor at the Haas School of Business and Dept. of Sociology at the University of California, Berkeley. He is a long term researcher on Japanese work organization with a particular focus on quality improvement, innovation and organizational change. Recently, he has written on the prospect for high tech renewal in Japan and “Automotive Quality Reputation: Hard to Achieve, hard to Loose, Still Harder to Win Back: The Case of U.S. and Japanese Auto Quality,” (California Management Review, Fall, 2009). His writings on Toyota’s recent quality problems can be found on two Harvard Business Review blogs and a forthcoming article is in preparation.

At present Prof. Cole serves as Executive Director of the Joint Program between the Hamdan bin Mohammed University and the Management of Technology Program at the Haas School of Business, U.S., Berkeley. He is also a visiting researcher at ITEC Doshisha University, Kyoto.