The comparative evaluation of management system in Islamic Azad University of Marand Town with managerial criteria of ISO 2000-9001 quality

Raana Shahrah Khiabani and Jafar Ghahrami

INTRODUCTION

Universities should recover and optimize the educational quality continuously according to the scientific, suitable educational requirements and national and international scales as the organizations playing the main role in the development of cultural and scientific as well as educating human forces in this regard. At the present era, the higher education system as a dynamic, sophisticated and intelligent system confronts with many different challenges having two dimensions of quantity and quality in this pavement. The sustainable development of this system requires equally the growth and balance of these two dimensions as well. The quantity development of the higher education in regardless of the quality development will have some consequences of the educational failure, scientific dependency, brain drain, the lack of occupational affairs and the weakness of the knowledge production. [3]. Hence, the recovery of the higher education system such as the challenges of the higher education system has been paid attention for two decades in this case. The higher education system is responsible for important tasks in the field of economical, social, political, cultural and communities’ educational growth. The global studies represent the fact that there is a requirement for optimizing a dynamic quality of the whole universities along with an evaluation system of the quality credibly; this makes the universities most reliable in terms of social evaluation system through determined standards making these universities legal and scientific based centers in a community; thus, it should be struggled in orienting the universities recent comparative system with ISO 2000-9001 management system to increase the higher education levels up and up in this regard. Generally, the universities are the most sophisticated and outstanding indices of the progression of a country in the world making a dynamic competence of a country in a regional and international fields. Therefore, boosting the quality of the higher education is the regular basis of the international scientific relations and cooperation around the world. The development of higher education is highly representing the whole people’s requirements for gaining the knowledge in the orientation of their life issues. But, the higher education system established in Iran has not been matched and adapted with social requirements at all. The only remedial approach for this challenge is to construct organizations out of the ministry of the science; these can take high potential responsibilities for evaluating the universities ranking them
based on suitable standards and criteria annually as well in this regard [1]. Due to the development of the non-private universities and applied-scientific centers as well as the increase of governmental universities’ capacities, there has been appeared a kind of competence between these scientific centers and Islamic Azad University of MARAND is one of these centers getting evolved in this regard potentially. This university includes 89 personnel and hundred professors and about 4000 students; this university requires the managerial system of ISO 2000-9001 to be able to apply the managerial new and modern styles in this case. Otherwise, this may observe severe educational failure making lots of challenges and problems among professors and students in this path. Hence, the present study is to evaluate whether the management system can be responsible for important affairs in the field of official, financial and educational affairs as well as economical, social, cultural, political and educational development along with applying ISO 2000-9001 criteria or not.

In our country, the higher education has a high potential responsibility for educating expertise human forces in different sections and this provides self-independency of the science and technology, industry and agriculture in this case. A short glance at the recent changes of the higher education system represents that the higher education should pay attention to the crisis of quantity and financial challenges trying to keep its own struggles in the field of recovering the related issues. [22]. Although it is pretended that many managerial methods entered into the higher education system have been failed but it is also believed that the quality comprehensive management is more successful in compare to other managerial approaches because the values of the higher education are adaptive with the philosophy and basics of the quality comprehensive management. At present, educational institutions applied this kind of management in many different sections of educational planning issues; in the other hand, many colleges and universities also trying to discover their own abilities in this field. Among these the early struggles have been roughly focused on the recovery of the officials function. However, this picture of the issue is changing. The thinking quality management tends to supplement the related planning while the scientific board and lesson plans are going to be so special and professors pretend to defend their own territory while again the quality comprehensive management is changing frequently; the universities are dependent on traditions and prevent any changes in this regard. However, these dark evaluations come from the quality comprehensive management. Hence, the philosophy of the quality management can be considered as the knowledge optimizing factor in the whole work affairs including teaching and learning and research based issues. [21].

The definition of management: the management is a social process that organizes the human forces, artistic, technical and material based affairs and scientific issues in this case; it also provides motivational backgrounds for meeting the logical personal and group based teachers’ requirements as well as the whole students and staffs’ needs as well [15].

Standard ISO 2000-9001: it includes the necessities for constructing, establishing and supplementing the quality management so that if necessary to prove the ability of an organization in the establishment of the quality management, the establishment of the quality management system can be observed (evaluation of third party by an observer or assessing companies). This standard is to estimate the whole customers’ requirements emphasizing on the legal considerations [16]. Total quality management is an approach that has a sophisticated, gentle and frequent synergic impact for providing the organizational targets and finally, it leads to customer satisfaction increasing the efficacy and ability of the competence at marketplace. The philosophy and purpose of TQM system is to reach to idealism human.

In this kind of organization, the respect and mutual trust are the strongest issue and the self-leader humans are the executives of the same organization. TQM system can evolve the whole participants and organizational members through team-work at the progression of the affairs. The term ISO has been originated from a Greek root meaning the equalization. It pronounces Eye-So; this word has been designed by a sophisticated form; that is, organizations having this certificate can cooperate with other ones easily [23]. ISO 9000 is a collection of international standards for the quality management and has been published by standard international committee established at Geneva. In the beginning of 1980s a technical committee established to amend the whole related standards for the same quality management worldwide. The first collections of these standards were published in 1987 and got amended again between 1994 and 2000 [23]. ISO 9001 is being used in organizations that design, develop, produce, install and give services regarding to their own affairs. Among three standards of quality guarantee of ISO 9001, 9002 and 9003, ISO 9001 is the most common and famous standard in this case. These three standards use to pose and show the ability of an institute for providing the customers’ requirements. At first, ISO 9001 has been prepared for the organizations exclusive customer services; this is applicable for the production providers and their services such as consultation, architecture and engineering [23]. The collection of ISO 9000 is a new term in the field of education yet; this is for its root coming from the construction time and the words and terms used for the issue is very unfamiliar for many users and customers. For the educational texts, a considerable translation is required in this regard. ISO 9000 is consisted of four sections. The first section is applicable in organizations where the design and development of the productions are the main part of their commercial affairs. The second part is roughly applied into the organizations and its application has been submitted in many BSI educational institutions. It is useful for organizations that they are mainly focusing on
installing and manufacturing issues. The third section is applicable for organizations that they are mostly focusing on supervision and assessing productions. The final part is including guidelines for other three sections of ISO 9000. Many institutions apply the second section. One the theories is that a student is the product of the process but others discuss that the student is not the product of the process and it is considered as the early customer; they believe that the lesson plan (syllabus design) and learning process can be considered as the product in this process. The problem is that the relationship between a customer and provider changes the quality of services like other industrial sections. The whole teachers know that none of two classes could get organized together because consisted people of a class have different nature and relations together and the whole labs and workshops are completely different together. The transformation of a fixed level in added value is not possible for the whole students and the experience of learning is not also happening equally. The motivations and behavior of the whole learners are the main aspect of the educational quality [2]. ISO 9001 standards have been categorized as following:

Quality management system, management responsibility, resource management, production, measuring and analysis data in ISO 9001 version 2000 as a managerial role being paid attention highly and this is one of the most important changes appeared in compare to version 1994.

Application of ISO 9001 standard to recover the quality:
At present, ISO 9001-9002 have its own necessary obligations to make their recovery process. Usually the statement “tell what you do” and “act what you do” are being keenly applied and these statements get used for defining ISO 9001 in this regard. Of course, these terms represent only short purposes of ISO 9001; that is, it is applied for determining and recognizing the executive approaches and pursuing the same patterns in this case. There have been evolved six other cases in ISO 9001 as following: purposes for the quality and confidence of products that has a synergic impact on providing organizational purposes and finally, it is leading to the customer satisfaction.

The basic obligations of ISO 9001 standard for providing its purposes for every organization:
1- Processes that influence on the quality should be determined and recognized
2- Backgrounds represent the product quality of an organization should be preserved and recognized
3- It should be confident that the organizations’ processes can produce equal quality [23].

Generally speaking, TQM can be defined as following: it is a sophisticated, gentle and frequent approach that has a synergic impact on providing organizational purposes and finally, it is leading to the customer satisfaction increasing the efficacy and competence level at marketplace. [14]. The concept of TQM includes three elements having three main tasks as following:

The effective managerial factors can be pointed as following:
1- Structure, systems, techniques and human resources
2- Regulation structure and job affairs
3- Management knowledge, management analysis, techniques and managerial affairs
4- Managerial systems
5- Individual collectivism and partnership culture and multi aspects affairs
6- Behavior and human resources management [18].

TQM is subjected to the same industrial affairs and it can be stated that handling a company suitably is subjected to the same definition of TQM in this case. It is also the path of handling the effectiveness recovery management, flexibility and competence into the whole manufacturing and service companies including the whole activities and organizations [18]. TQM is a system in the management that guarantees the whole affairs frequently into the organizations [24].

Basic concepts: in supplementing TQM, it should be focused on six basic concepts as following:
1- Committed management and partnership for providing long term supports and high to low into the organizations
2- Sustainable focus on domestic and foreign customers
3- Effective application from job force
4- Continuous improvement in works and manufacturing processes
5- Behave to providers such as behavior or partners
6- Establishing a system to measure the activities functions

These concepts introduce a high superior method for establishing a commercial or occupational task. A short definition of every concept has been mentioned as following:
1- The management should participate in a company’s quality plans. The quality groups should be consisted of a clear vision to develop and specify long term purposes. The quality purposes should be evolved in commercial programs; it has to be included into the annual quality recovery and the whole job forces should be established potentially conducting the management in the quality groups of a company. TQM is an activity that should be rooted frequently into the organizational culture along with high stability in this regard. The system of TQM should connect the whole people together.

2- The main key of TQM successful program is subjected to its concentration on customer. The best point to begin is subjected to keep domestic customers satisfied and the organization should listen to the voice of the customer emphasizing on the quality design and prevention of any mistakes in this case. The best condition for keeping customers satisfied is related to the statement:

Do it correctly for the first time and forever.

3- TQM is an activity for the whole organizations and considered as a responsibility for people and staffs should be educated in the field of statistical process control (SPC) and other related quality recovery activities. Making customers and domestic providers participated into the project groups is a suitable strategy in the managerial technique. Also, it is necessary for people to get affected in quality programs and the supplementation plans. It should be remembered that the behavior change of staffs is one of TQM’s purposes. The people not only should consider their action but also they have to begin their best struggles for fulfilling their tasks in this pavement. Also, it is necessary the whole staffs to be given some options and choices to do their affairs.

4- There should be devoted frequent struggles to recover the whole affairs and manufacturing processes such as on time delivery services, rate of error at issuing the bill, customer satisfaction, reducing destructive issues and management over providers as well as suitable projects to progress in the recovery fields such as concurrent engineering, re-engineering, benchmarking, quality function deploy and design of experiments.

5- About 40% of selling and services expenditures are being spent for the early material. Hence, the providers’ quality should be highly paid attention. Also, the most aggressive connections should be replaced for partnership communications and these connections should be developed and recovered in this case. The quality and expenditures should have been paid attention potentially instead of focusing on the prices. The number of providers should be kept in a low level that can make the real partnership in this case.

6- Performance functions such as the percent of lack of adaptation, absents and customer satisfaction should be specified for every area of the task. These criteria have to be sent to everyone. Finally, the quantity data is required to measure TQM activities in this pavement.

**Purposes of quality management system (standards):**

ISO 9001 standards are subjected to managerial standards that they have been used for constructing a cohesive quality management system into the organizations. TQM includes documentary methods of an organization to manage the quality of the productions and its services in this regard. The process of documentary-making makes an organization to show its customers ISO 9001 certificate itself; it shows that the related organization has its own ability as an effective system for managing the productions’ quality and its services. Hence, ISO 9001 standards are not only designed for designing, manufacturing and measuring the productions and services. These standards of ISO 9001 have been based on this logic that the whole sides of the management function can be supplemented in this field. The managerial standards are the imperative processes of documentary-making affairs leading to the optimization of TQM in this case. Thus, these standards have five purposes:

1- Access, preserve and seek to optimize the quality of a product and its service

2- Optimizing the quality functions to respond to the given requirements of customers and owners

3- Making customers confident for the products and services

4- Making confident of requirements to be accordance with quality management system. [20].

There is a difference about how the higher education customers act. Taylor and Ivancevich consider the student as a customer. Hubbard says:

"we concluded that the students and teachers are the providers into the class atmosphere that they will assess the science as the product and the job-owner or the higher education level of a college for the final customer."

Deming states that the final user of the student science should be paid attention by an educational institution. Therefore, it is owners that tend students at their fields to be educated. It seems that the higher education has too many customers and each of them plays a key role in the determination of the product in this case. It is stated that an educational institute can meet the students’ expectations and requirements in one hand and in the other hand it can also consider the whole responses of these requirements according to the related standards. Hence, the higher education institutions should consider their customers’ requirements and expectations as well in this path [23]. There are many different advantageous in relation to a suitable quality management system meeting ISO 9000 standards as following:
a- An organization can work better along with predictability
b- International acceptance of an organization’s quality management system
c- A base being appeared for the whole organizational recovery activities
d- The reduction of the mistakes happened due to the lack of documentary issues
e- The reduction of necessary periods for a staff being sent to be trained in an official mission
f- Many organizations require a piece of their protocol and contraction with the provider
g- Recording the system by third party leads to the reduction of the second persons amendments
h- It makes a regular basis to absorb and keep the obtained recoveries [25].

Different views about ISO 9001, Back ford ISO 9001 can make an organization to be able to show its own certificate to its own customers as an effective system for the productions quality management. It should be mentioned that the aim of quality management system based on ISO 9001 standards is not only having the related certificate; ISO 9001 includes the quality management standards that they are necessary for the whole organizations but they are not enough to be supplemented at the present era [20]. Cheng and Tom [6] put the internal and external officials into the process of the quality management. The present students and staffs are the internal elements while the recruitment organizations, organization manager, future students and professional organization are the external elements. Huggez [9] states that the quality indices are different for the internal and external officials; Cheng and Tom [6] are more successful that their supporters’ expectations are not only different but also they are controversial in this regard.

Tom Philip Crosby is coming from two strong theories in relation to the quality. The first theory is subjected to the free of charge; in other words, the destructions were not more and the lack of enough efficacies could be seen among the systems; these could be also recovered by quality recovering programs. The second theory is subjected to the attention of the errors, the lack of success, interruptions of the whole non-quality cases being totally eliminated; this can be done by an institution tendency in this path. Indeed, it is a struggle for producing a healthy product in this relation conducting the organization towards the elimination of the success particularly if it causes students to ignore the process in this regard. Both theories have many fans in the field of education. [2]. Stanley Spannboer has stated that the quality management requires a special leadership style that it is called the transformation management. The action of the management is subjected to provide different viewpoints and supportive cultural space being perceived by teachers and managers that the success of every people is chained together in this field [2]. TQM is a frequent recovery philosophy that it is able to meet a collection of requirements and present expectations in every educational institution. [2].

According to Johnston [13], many students along with suitable supports and technological patronage as well as enough motivations can access to the learning purposes spending little expenditures in this regard. According to his theory, the efficacy of the learning can be optimized by the following method:

Making individual learning, providing clear and measurable results for every field, applying suitable technology and educational media, making suitable changes in organizing the terms and lesson plans, designing scientific calendar for annual learning in a flexible framework, encouraging college learning among the educational years along with high cooperative issues between high schools and higher education levels.

The Western Association of School College represents eight standards in relation to the effectiveness of the colleges as following:
1- The organizational cohesion (cohesion at the supplementation and organizing the whole university systems)
2- Purposes, planning and efficacy of the university
3- Educational plans
4- Scientific board and staffs
5- Library, computer and other learning resources
6- Students services and additional programs
7- Framework resources
8- Financial resources [10].

Barzeghari [4] in a research called “the adaptation of management recent system in the field of official, financial and educational affairs of Tabriz Islamic Azad University with obligations of ISO 2000-9001”, showed that the degree of given services to the students, job processes, human resources management are adaptive to the standards of ISO 2000-9001 but the management of financial processes has a lower percent of this adaptation in this case. In a research titled “do the function and management have influential impact with customer in recovering the quality management? “, the results indicated that the analysis and evaluation of the actions and the study of the role of quality management and its relationship with CRM and TCRM along with the services quality by a personal quality system (PSQ) with 400 questionnaires distributed in Malaysia through the Internets, the results showed that TCRM and PSQ have considerable impact on the quality function in this regard. In a study conducted in Estonia (2010-2012) by a research-based institution titled “the quality
management carried out in universities”, the results showed that the representation and description of different parties can be different in the field of higher education; it is obvious that the most balanced theory in valuing the quality management among the staffs is subjected to the students and the whole people entering into the universities; Martine [17] in a research about the quality management of Barcelona University found that the quality management system of ISO has a positive feedback among the whole staffs; he compared the present situation to the early status and observed a progressive scale in the human resources management and financial management; as a result, the whole universities such as national libraries began devoting these standards. In a research led by the research and development of Victoria University of Melbourne titled “the quality recovery, guarantying the quality and comparison of both scales at the field of educational management through telecommunications”, the results showed that generally the management of the processes with quality has a significant importance in relation to the higher education affairs. This can be very important for the Australian telecommunication organizations to supplement these standards of ISO 2000-9001 in this regard. 

MATERIALS AND METHODS

This research is a descriptive type of study in terms of controlling conditions. The statistical community of the present study includes the whole job processes of the official, financial and educational affairs of Marand Islamic Azad University has been reported in 2013 by the university executives by the number of 89 ones in this regard. Due to the lack of cooperation of these people, about 77 ones were assessed in this study as the statistical sample of the research. In order to measure the research variables and their adaptations to ISO system, it has been done as a field based by the help of a questionnaire in the study. A questionnaire made by Barzeghari [4] has been applied so that the questionnaire includes four main elements as following: the adaptation of human resources management of Marand Azad University with ISO criteria, adaptation of the given services to customers in Marand Azad University with ISO criteria, adaptation of financial process in Marand Azad University with ISO 2000-9001 criteria and the adaptation of the job processes in Marand Azad University with ISO criteria that they have been designed in the scale of Likert four choices and then measured the variables in this regard. The reliability of the questions regarding to the structures has been selected and edited by the contextual reliability determination method rooted from Barzeghari pattern. [4].

In order to determine the validity of the present questionnaire, Cronbach alpha method has been applied efficiently. The related questionnaire has been distributed among 77 people of Marand Islamic Azad University Staffs; then, the collected data was tested and confirmed by measuring Cronbach alpha. It should be mentioned that the domain of Alpha changes is between zeros to 1. The degree of the zero represents the lack of validity and the 1 shows a complete validity between the questions and internal stability. If the degree of alpha is higher than 0.7, the questions will be suitable for measuring the concept and or the related variable.

The analysis and evaluation of the data was carried out by the use of SPSS Software version 16 so that the measurement of the percent and distribution has been applied for describing the quality features and the central indices measurement was also applied for defining the quantity features. According to table 1 and based on simple T test, the measured indices of the means were shown for the degree of the adaptation.

Results:

The human resources management of Marand Azad University with management criteria of ISO 2.56 at α =0.05 level and t = 44.58 with df =76 along with 95% confidence level is higher than the assumed mean (2.5) and the degree of t as a critical level; as a result, the management of human resources of Marand Islamic Azad University is adaptive to ISO management criteria.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number</th>
<th>df</th>
<th>Mean</th>
<th>Deviation</th>
<th>Sig</th>
<th>T statistics</th>
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<tr>
<td>Degree of human resources management adaptation of Marand University with ISO 2000-9001 management criteria</td>
<td>77</td>
<td>76</td>
<td>2.56</td>
<td>0.5</td>
<td>0.000</td>
<td>44.58</td>
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Based on the information of table 2 and according to T simple test, the measured mean of the indices, the degree of the given services to the students of MARAND Islamic Azad University with ISO management criteria 2.63 at α =0.05 level and t = 51.17 with df =76 at 95% confidence level is higher than the assumed degree (2.5) and t critical degree; hence, the degree of the given services to the students is adaptive with ISO management criteria.

<table>
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<tr>
<th>Variables</th>
<th>Number</th>
<th>df</th>
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<th>T statistics</th>
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Table 1: Test results for the variable of human resources management of Marand Azad University with ISO management criteria
Based on the information of table 3 and according to T simple test, the measured mean of the indices, the degree of the financial resources and processes of MARAND Islamic Azad University with ISO management criteria 2.76 at $\alpha = 0.05$ level and $t = 42.88$ with $df = 76$ at 95% confidence level is higher than the assumed degree (2.5) and $t$ critical degree; hence, the degree of the financial processes is adaptive with ISO management criteria.

| Table 3: Test results for the financial processes of MARAND Azad University with ISO management criteria |
| Variables | Number | $Df$ | Mean | Deviation | Sig | $T$ statistics |
| Degree of financial processes adaptation of Marand University with ISO 2000-9001 management criteria | 77 | 76 | 2.76 | 0.56 | 0.000 | 42.88 |

Based on the information of table 4 and according to $T$ simple test, the measured mean of the indices, the degree of the given job processes of MARAND Islamic Azad University with ISO management criteria 2.2 at $\alpha = 0.05$ level and $t = 37.48$ with $df = 76$ at 95% confidence level is higher than the assumed degree (2.5) and $t$ critical degree; hence, the degree of the given job processes is in low level with ISO management criteria.

| Table 4: Test results for the job processes of Marand Azad University with ISO management criteria |
| Variables | Number | $Df$ | Mean | Deviation | Sig | $T$ statistics |
| Degree of job processes of Marand University with ISO 2000-9001 management criteria | 77 | 76 | 2.2 | 0.51 | 0.000 | 37.48 |

Based on the information of table 5 and according to $T$ simple test, the measured mean of the indices, the degree of the given adaptive system of MARAND Islamic Azad University with ISO management criteria 2.54 at $\alpha = 0.05$ level and $t = 51.12$ with $df = 76$ at 95% confidence level is higher than the assumed degree (2.5) and $t$ critical degree; hence, the degree of the given processes is adaptive with ISO management criteria.

| Table 5: Test results for the financial and educational processes of Marand Azad University with ISO management criteria |
| Variables | Number | $Df$ | Mean | Deviation | Sig | $T$ statistics |
| Degree of management system adaptation of Marand University with ISO 2000-9001 management criteria in terms of officials, financial and educational fields | 77 | 76 | 2.56 | 0.43 | 0.000 | 51.12 |

Conclusion:
This research is about the study of management system adaptation in the field of financial, educational and official terms of MARAND Azad University with the criteria of ISO 2000-9001. The statistical community of the study includes the whole staffs of administrative and educational sections by the number of 89 people that due to the lack of cooperation 77 ones were selected in the study. The results showed that human resources management is adaptive with ISO management criteria. The results are coincident with the study carried out in Malaysia. The results also indicated that the analysis of the actions and the role of the quality management and their programs CRM and TCRM show the PSQ that TCRM and CRM have better impacts on the quality function in this regard. Today’s organizations have a great competitive setting together and they have to be handled at this kind of atmosphere as well and potentially. In this kind of condition, managers do not have enough opportunity and they should spend their times for controlling internal and external settings. Other tasks should have been devoted to staffs as well. The staffs can suitably handle the related tasks because they have enough skill in this case. The results of the second question showed that the degree of given services to students is adaptive with ISO criteria management. The results of the research are coincident with Pakarian and Johnson. According to his theory, most students have enough skill and motivation to learn organizational targets in compare to traditional approaches. The learning efficacy can be increased through the following method:

Making individual learning, providing clear results and measurable ones for every field, applying suitable technology and educational media, making suitable changes in organizing the terms and educational plans; Pakarian [11] found some factors influencing on the selection method of teachers and students; providing the growth background should be the main program of every educational center to reach to professional recovery and university management approaches. The results of the third question also showed that the financial processes of MARAND Azad University are coincident with ISO management criteria. The results of the study are coincident with the results of study carried out in the UK by the title of the growth of quality management in
higher education institutions. The results showed that some members of university community imagine special aspects of the management that it has been considered as a challenge of traditional-scientific independence towards the capitalism affairs and the application of mechanical systems such as ISO 9000 and quality management is very effective in the field of university structure growth. The results of the fourth question showed that the degree of MARAND University job processes adaptation is in low level of ISO management criteria. The results of this research are coincident with Edward Deming theory. According to his theory, the best approach for the management is subjected to those processes that they can carry out the related tasks and activities and these can be also predictable and controllable in this regard. These tasks and activities can be planned at an oriented direction removing any time-consuming affairs in these cases. Cheng and Tom [6] believed that in the process of quality management both internal and external officials are effective in the related process. The results of the main question showed that the management system in terms of the official, financial and educational fields in MARAND Azad University is coincident with ISO management criteria. The results of the research are coincident with Edward Deming’s theory. He believes that about 94% of the quality problems is subjected to the management. Along with the construction of the related processes and better systems for managers, they should make their own decisions in this case. According to Deming, the establishment and provide of the education can be very effective in terms of changing quality management approaches. The results of the study are coincident with Joseph Jooran’s theory that he has given some basics in this regard. he believes that the activities quality and an organization’s function should be focused on these affairs as following:

1- Targeting
2- Making consciousness in relation to requirements
3- Recognizing problems
4- Constructing groups
5- Supplementing educational programs
6- Appreciating curious staffs

Stanley Spanboer [3] believes that the quality management requires a special leadership style called transforming management. The management action is subjected to the providence of comments and supportive space culture that teachers and managers can understand each other in this case. They are really going to follow their successes in this regard. They may get up and down in terms of their successes. Deming in his researches titled “get out of crisis” considered the leadership purpose as a great help to fulfill the best functions in this case. Also, the satisfaction of the whole customers is important in this case potentially. The requirements of the customers can be specified through the regulation of their comments. It is important that customers should be challenged together. Because, at the end of the day, their supervision is very important to be felt not managers; according to Convey theory [19], the quality governed from a management is subjected to the quality that should be considered as the potential development and frequent distribution of the productions along with the lowest expenditures in terms of customers’ comments. In new system of Convey, managers apply human relations skills to make a better recovery. A society requires nobles and sophisticated people. Universities should take some suitable programs to control the process in a vase scale in this scale. The present study has been carried out in terms of the evaluation of the management system adaptation in official, financial and educational fields with MARAND Azad University and ISO 2000-9001 quality management. The results showed that the human resources management, degree of the given services to customers, management of financial processes in MARAND Azad University and totally the way of management in the related fields are coincident with ISO 2000-9001 criteria but the degree of the management adaptation with ISO standards 2000-9001 has a final percent in this university.

REFERENCES


