

Quality Management Fads and Organisational Change

Ton van der WIELE^{1*}, Barrie DALE², Roger WILLIAMS³

¹ Erasmus University Rotterdam, Rotterdam The Netherlands

² University of Manchester Institute of Science and Technology, Manchester, United Kingdom

Abstract

This paper uses theory from the areas of organisational change and motivation to suggest hypotheses regarding fad development.

Research has been undertaken on the use of management fads in organisations and how those fads drive organisations towards business improvements.

The research consists of two parts. One part justifies the choice of quality management as an area to look for fads. The other part of the research focuses on the development of the two fads themselves.

Keywords: *Quality, Quality Management, Management Fads, ISO 9000 Series, Self Assessment, Organisational Change.*