Contents

- Introduction

- Quality and responsibility values

- The quality perception evolving map

- Quality competency

- Conclusion

1. Introduction

The quality of higher education in the trend of regionalization and globalization. The higher education institutions

- must to find out solutions to build the internal quality assurance system which suits the internal context, satisfies the external requirements.

- aims to enhance and unify the quality perception of the individuals and collectives.

- hope that the quality assurance activities have been implemented will create the quality values to form the quality culture.

Thus, we proposal the quality perception evolving map as the quality culture forming process.

2. Quality and responsibility values

All activities in the HEI

All activities in the HEI

All activities in the HEI

All activities in the HEI

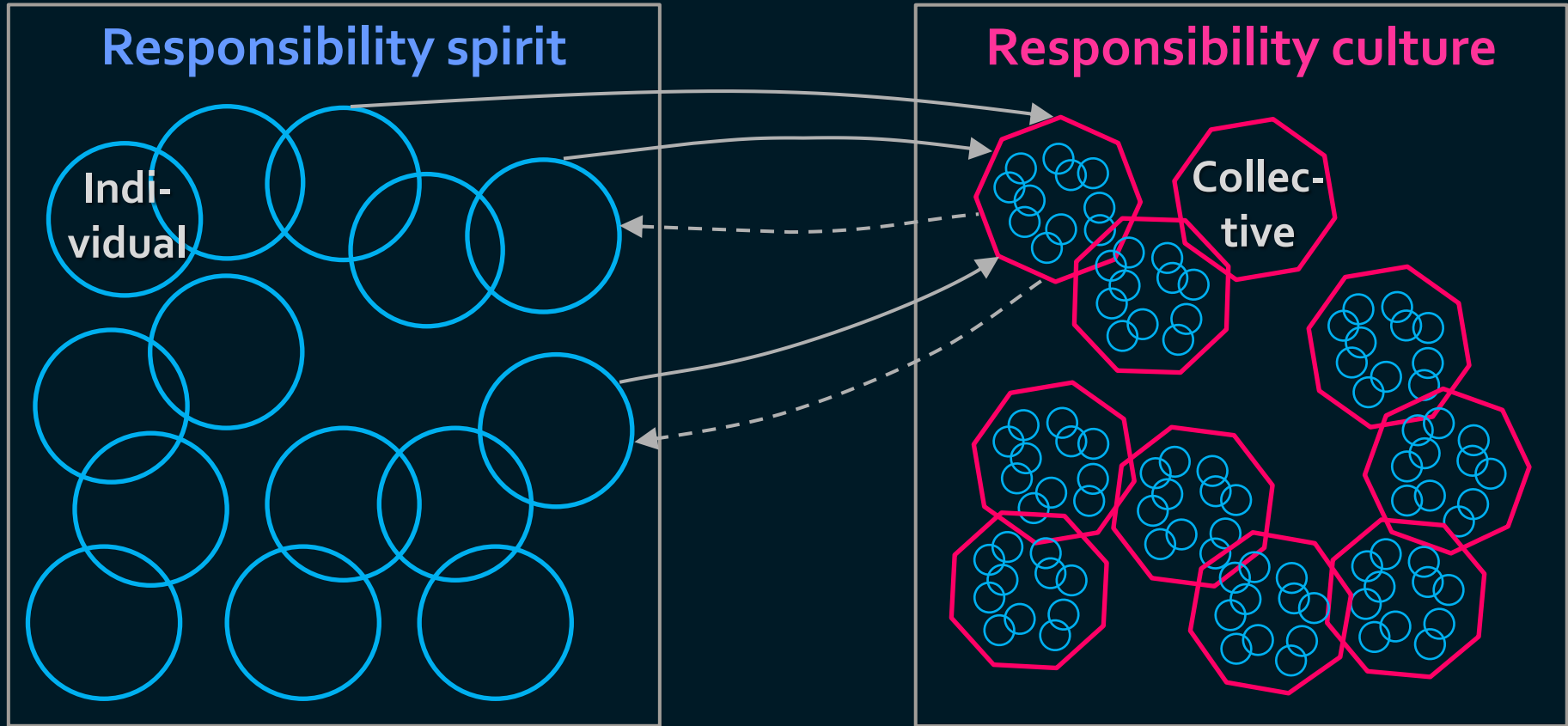|	SPIRIT	CULTURE
RESPONSIBILITY	Responsibility spirit	Responsibility culture
QUALITY	Quality spirit	Quality culture

- **Expressing the spirit and culture in quality**: enhancing and improving the quality continuously to satisfy the needs of the users on the training products, the beneficiaries of the training.
- **Expressing the spirit and culture in responsibility**: to meet the requirements of the social development, to have the responsibility, we must be clearly aware of what to be done and how to achieve quality.

3. The quality perception evolving map

3.1. Responsibility spirit and responsibility culture

Responsibility spirit

Responsibility culture

Indi-vidual

Collec-tive
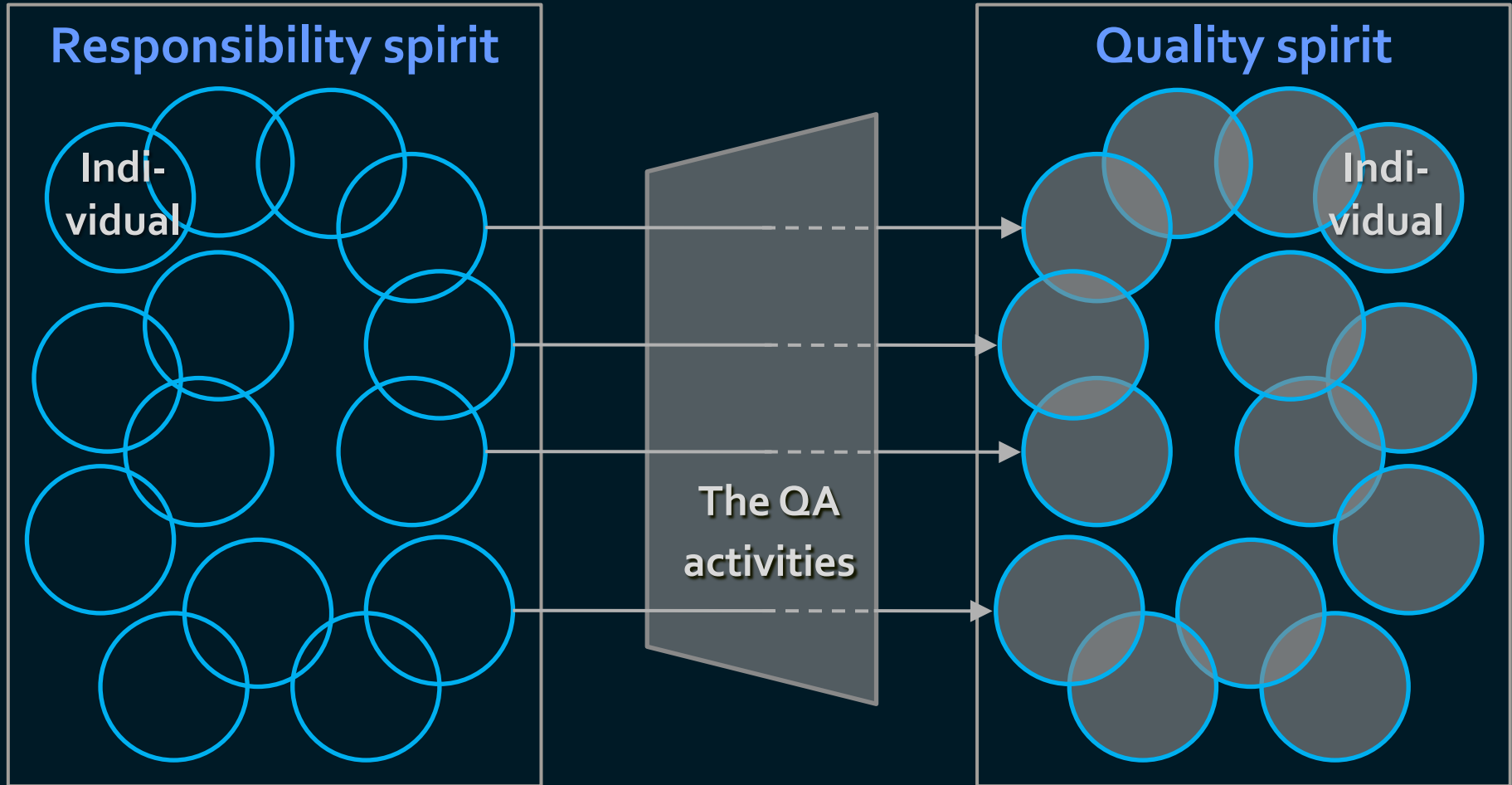
⊂⊃ Indicate the relationship between individuals.

⬡⬡ Indicate the relationship between the collectives.

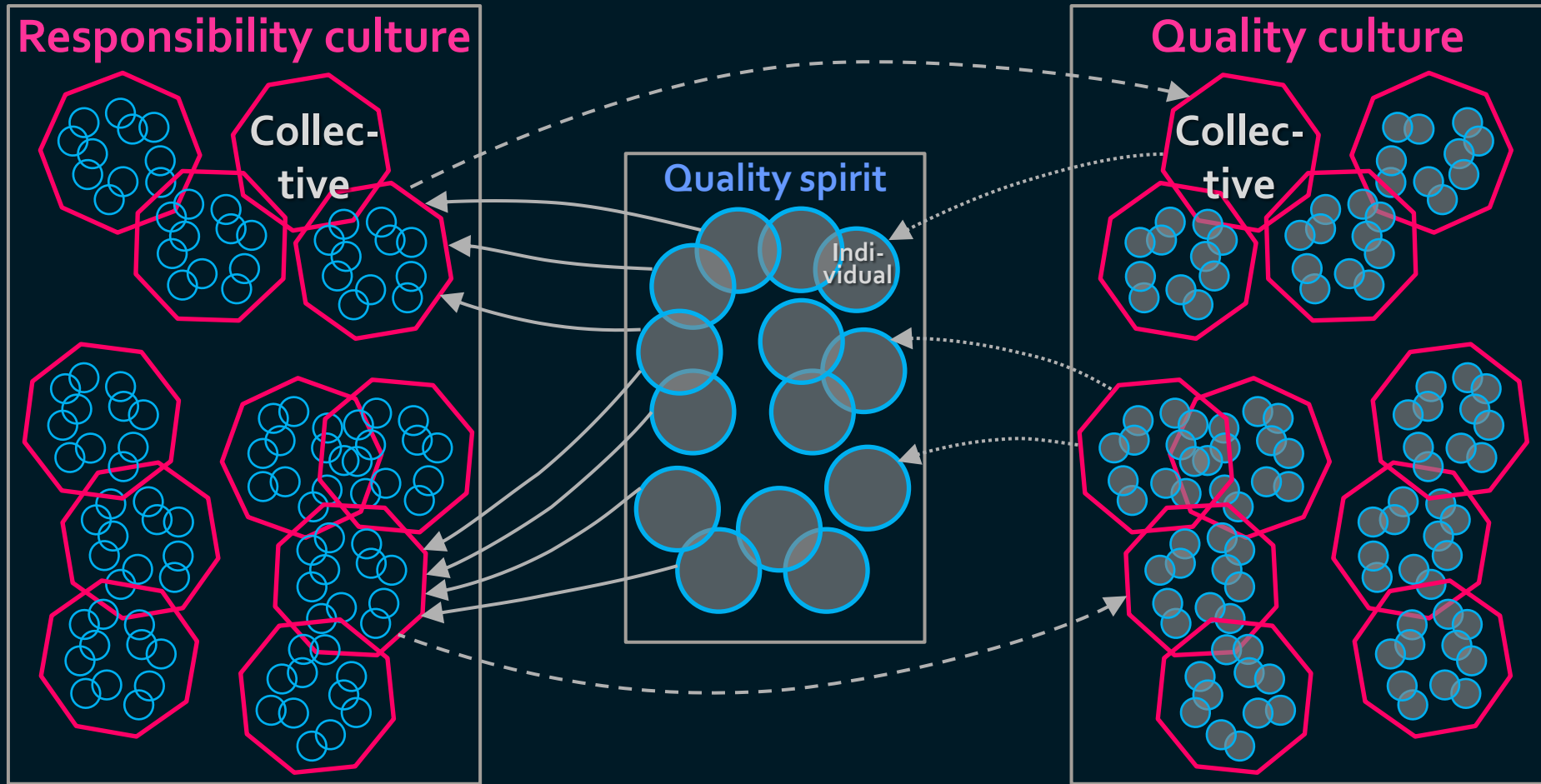⟶ The individual RS is the factors forming the RC values.

⇢ The RC has impact on the values of individuals and enhances the RS.

3.2. Responsibility spirit and quality spirit

Responsibility spirit

Indi-vidual

Quality spirit

Indi-vidual

The QA activities

Quality spirit is formed in each individual who involves in the quality assurance activities or quality spirit is results of the effective quality assurance activities integrated into the responsibility spirit.

3.3. Responsibility culture and quality culture

Quality spirit in each individual create the quality culture values.

and form the quality culture.

Quality culture impact on the quality values of the individuals

3.4. The influential and impacting factors

- **The influential factors**
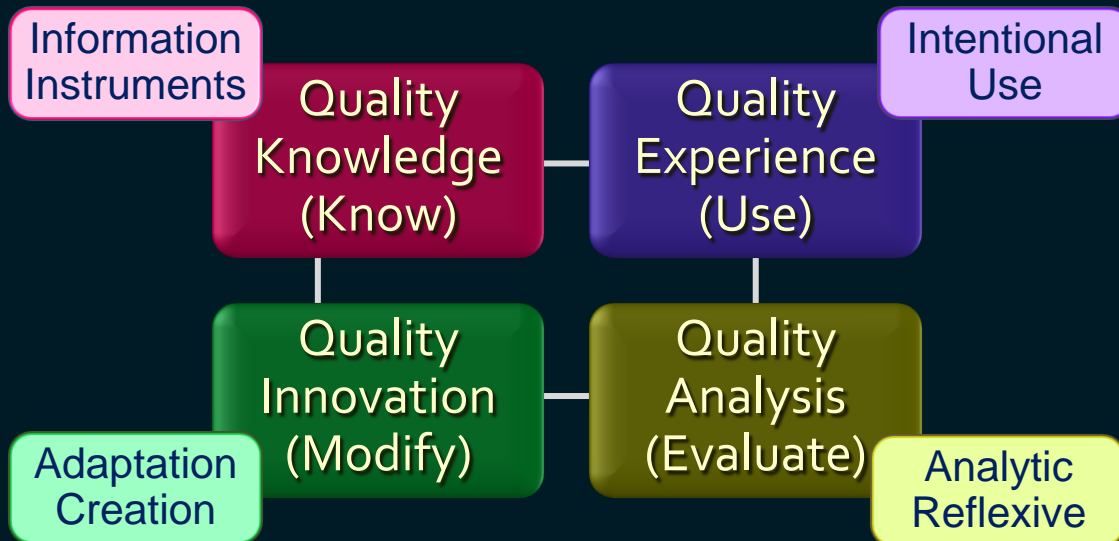 - Organizational culture: a system of shared values: the conventions, the rules, the symbols, the behavior, the attitude.
  - Heredity: the clear-headed ability, the cleverness, the liveliness, the eloquence, the life skills.
  - Environment – Situation: the working conditions, the space, the time, the working atmosphere, the environment and situation adaptability.
- **The impacting factors**
  - Behavior: the expression of responsibility and quality in work, the personalities, the styles, the introversion or extroversion.
  - Competency: the quality competency, the profession and qualification competence.
  - Psychology – society: the colleague relationship, the social relationship, the execution of the rules, the belief in the work, the development of the unit, the psychology and emotion in work, religion and life.

4. Quality competency

Among the factors that have impact on the quality cognitive process,

▪ the quality competency factor is very important for each individual or the quality competency is an important factor in forming the quality culture in the higher education institution.

▪ the quality perception of an individual (quality spirit) depends on the individual's quality competency.

▪ the quality perception of a collective (quality culture) depends on the human resource quality competency.

▪ Ehlers (2007) created a set of four competences:

Information Instruments

Quality Knowledge (Know)

Quality Experience (Use)

Intentional Use

Quality Innovation (Modify)

Quality Analysis (Evaluate)

Adaptation Creation

Analytic Reflexive

The four quality competencies show four quality values from the lowest level of perception (knowledge) to the highest one (evaluate).

5. Conclusion

- Quality culture – a key factor in building and developing the internal quality assurance system.

- Forming quality culture is the long term cognitive process on quality.

- Developing the habit of performing activities of quality responsibly will lead to the correct perception of individual responsibility (responsibility spirit) and collective responsibility (responsibility culture).

- Avoid skipping stages, performing the quality assurance perfunctorily.

- Applying the quality assurance or quality culture model which is not suitable for the activities and general awareness of the individuals.

- Deploy and implement building of the quality culture in each stage.

- Forming the quality values in accordance with the quality development strategies.

THANKS YOU VERY MUCH
FOR YOUR ATTENTION