THE ROLE OF QUALITY MANAGEMENT SYSTEMS IN THE DIGITAL ERA

Csaba Szuda[1], Anna Dunay[1]

[1]John von Neumann University Doctoral School of Management and Business Administration, Infopark sétány 1., Budapest, Hungary

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1 INTRODUCTION

In the digital era, quality management systems (QMS) must adapt to technological advancements to remain effective and competitive. Digital transformation enhances data-driven decision-making, process automation, and continuous improvement, which are crucial for maintaining high-quality standards. This paper explores how QMS can leverage digital tools, including big data analytics, artificial intelligence, and cloud-based solutions, to optimize efficiency and accuracy. Additionally, the benefits of digital QMS, including real-time monitoring, enhanced traceability, and cost reduction, are highlighted. The study emphasizes the importance of integrating digital technologies into QMS to foster innovation and long-term sustainability in organizations. QMS in the digital era are directly linked to competitiveness by enhancing efficiency, reducing errors, and ensuring continuous improvement. Companies that adopt digital QMS can leverage real-time data, predictive analytics, and automation to optimize processes, leading to higher productivity and cost savings. Improved traceability and compliance with industry standards also strengthen brand reputation and customer trust. Additionally, digitalization fosters innovation by enabling faster adaptation to market changes. Organizations that fail to integrate digital tools into their QMS risk falling behind competitors that achieve greater agility, efficiency, and customer satisfaction through digital transformation.

2 MATERIAL AND METHODS

For exporing the main trends of digital quality management sytems and organizational competitiveness, a bibliometric analysis was conducted.

3 RESULTS

The main topics of bibliometric overview may be listed as follows:

1. **Evolution of Quality Management in the Digital Era**
   The concept of Quality 4.0 has emerged, integrating traditional quality management practices with advanced digital technologies. This integration aims to enhance efficiency, reduce errors, and promote continuous improvement, thereby boosting organizational competitiveness. A systematic literature review [1] highlights the alignment of Quality 4.0 with Industry 4.0 technologies, emphasizing its potential to revolutionize quality management practices and improve organizational performance.
2. **Bibliometric Analysis of Quality 4.0**
   A comprehensive bibliometric analysis was conducted [2] to examine the current status, trends, and future research directions of Quality 4.0. The analysis revealed a growing

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interest in how digital tools can enhance quality management practices, leading to improved organizational outcomes.

3. **Digital Technologies and Supply Chain Competitiveness**
   The adoption of digital technologies within supply chains has been shown to enhance competitiveness [3]. A bibliometric study [4] explored the role of supply chain agility and digital technology in fostering competitive advantage. The findings suggest that integrating digital tools into supply chain processes, including quality management, can lead to increased responsiveness and efficiency, thereby enhancing overall competitiveness.
4. **Enterprise Systems and Organizational Efficiency**
   The implementation of enterprise systems, encompassing digital QMS, has been linked to improved organizational efficiency. A bibliometric analysis [5] focused on the intersection of enterprise systems and organizational efficiency, highlighting that digital tools streamline operations, reduce redundancies, and enhance decision-making processes, all of which contribute to a competitive edge.
5. **Challenges and Benefits of Digital QMS**
   While digital QMS offer numerous benefits, they also present challenges. A study [6] examined the effects of digital management systems on organizational performance. The research highlighted that, despite challenges such as technological infrastructure and data security concerns, digital QMS are essential for modern enterprises aiming for cost efficiency and high-quality outputs, thereby enhancing competitiveness.

4 CONCLUSIONS

The bibliometric analyses indicate a significant and growing interest in integration of digital technologies into quality management systems. This integration is associated with enhanced organizational competitiveness through improved efficiency, agility, and innovation. However, successful implementation requires addressing challenges related to infrastructure, data security, and change management. These insights underscore the critical role of digital QMS in achieving and sustaining competitiveness in the modern business landscape.

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Contact information
Corresponding author's e-mail: cszuda@gmail.com