

Diffusion and efficiency of ISO 9001 in Portugal: a qualitative and quantitative study from a holistic theoretical perspective

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Abstract

Purpose – the aim of this paper is to analyse the diffusion and efficiency of ISO 9001 on different sectors of activity

Design/methodology/approach – for that purpose, a holistic and integrative theoretical approach was based on the scope of the Contingency theory, the Institutional theory and the Resources-Based View (RBV). This theoretical perspective was used in a broad empirical study, using a qualitative and quantitative methodology, concerning Portuguese companies from different sectors of activity.

Findings – according to the findings from both perspectives, a ranked combination of the named theoretical frame was constructed.

Research limitations/implications – as to the analysis of the efficiency of ISO 9000, one of the limitations of this study lays in the consideration of just two sectors of activity, and another relates to its domestic geographical placement.

Practical implications – this study used the ISO 9001 structure for the interviews and this has revealed very useful for the organizations to grasp the matters inquired.

Originality/value – a relevant contribution to the state of art is achieved through the considered theoretical scope of analysis

Keywords: ISO 9001, performance, efficiency, effectiveness, institutional theory, contingency theory, RBV