
Editorial

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Biographical notes: Victor R. Prybutok is a Regents Professor of Decision Sciences in the Information Technology and Decision Sciences Department and Associate Dean of the Toulouse Graduate School at the University of North Texas. He received, from Drexel University, his BS with High Honours in 1974, a MS in Bio-Mathematics in 1976, a MS in Environmental Health in 1980, and a PhD in Environmental Analysis and Applied Statistics in 1984. He is an American Society for Quality certified quality engineer, certified quality auditor, certified manager of quality/organisational excellence, and an accredited professional statistician (PSTAT[®]) by the American Statistical Association.

Quality services and standards have a long history that includes an evolution from US military specifications (mil standards) to the American National Standards Institute (ANSI) standards to the International Organization for Standardization (ISO) standards. Given the evolution of standards and their relationship to quality, a special issue of the *International Journal of Services and Standards* on the role of quality in services and standards might be expected to focus explicitly on the issues of developing and meeting standards to achieve quality. However the manuscripts in this issue clearly have a different and broader focus on quality and on its likely future role in organisations.

The future of quality is intertwined with the extension and development of quality theory and quality management practices. Consistent with the idea that quality is a macro-construct that encapsulates perception, as measured via numerous other constructs, is the theory of Big Quality (Big Q). Big Q, as discussed by Prybutok (Evans and members of the *QMJ* Editorial Board, 2013), further broadens the conceptualisation of quality and provides a direction for future research on the practices of quality management. Big Q is pervasive in this special issue because the manuscripts show how quality, when viewed as a macro level construct, is intricately intertwined with service and standards.

The paper by Chakraborty and Kaynak develops a typology that explores the degree of customer involvement in service generation. We also have a research paper by Sheng and Simpson that examines why consumers read and do not read privacy notices. The manuscript by Migdadi examines the impact of banking sector reform in Jordan on the banking transaction security and quality strategies. Scott and George show how quality methods allow review and assessment of a health service process to enable the development of a revised process that improves service and quality. Hossain conducted a literature review on the applications of SERVQUAL and how the survey instrument allows the derivation of standards for service quality. The clear link in the research presented in this issue is that each paper considers perceptions, which is consistent with

Prybutok's view of Big Q. Each of these papers also has a common theme in addressing how one aspect of change affects numerous other services and standards. In conclusion, the common theme of the interconnectedness between quality, services, and standards is consistent with the Big Q model that posits that individuals take in information and reduce it to an impression that results in a decision about a service or product.

Reference

Evans and members of the *QMJ* Editorial Board (2013) 'Insights on the future of quality management research', *Quality Management Journal*, Vol. 20, No. 1, pp.48–55.