



Union Européenne de Systémique (UES) European Union for Systemics (EUS)

Letter from the President

Proposal for a book

Title of the book:

Systemic Technologies for Business Excellence

Dear colleagues and friends,

I hope that you and your relatives keep well.

It is my pleasure to announce the USE-EUS decision to produce a book that will be useful to Systemic Analysts, Business Professionals and Consultants and Academics / Researchers (in particular University Professors of Business and Technology Schools) who may use systemic approaches for the improvement of business and finally to succeed Excellence.

Our scope is to invite people from our International Systemic and Business Community to bring in experience from projects and/or from already published papers in refereed journals (with permission of the author/s and the publisher).

We are pleased to invite you to participate in this **UES-EUS** effort **as a Co-Editor** and **as an author** which means that we expect from you, as a Co-Editor, to invite about 5 relevant paper/s from you and from your colleagues and/or friends. The final selection will be done by an International Committee of three relevant Professors and two Business Consultants.

The book will be published by a very well-known International Publishing House from Europe or USA.

We shall explain some terms of the book that will be useful to you in order to decide what short of material would be valuable as a chapter in this proposed book.

Excellence means greatness — the very best. Achieving **excellence** is never easy to do. **Excellence** is a quality that people really appreciate, because it's so hard to find. **Excellence** is the quality of excelling, of being truly the best at something.

Excellence is a continuously moving target that can be pursued through actions of integrity, being front runner in terms of products / services provided that are reliable and safe for the intended users, meeting all obligations and continuously learning and improving in all spheres to pursue the moving target.

According to **EFQM Excellence Model** (2013), “**Excellent** businesses achieve and sustain outstanding levels of performance that meet or exceed the expectations of all their stakeholders” (p.1). Excellent businesses achieve superior performance due to the implementation of Total Quality Management (TQM), Lean Management, Six Sigma, Benchmarking, Statistical Process Control (SPC), and ISO 9000.

In addition, contemporary organizations need a management framework in order to be successful (Evans and Lindsay, 2008). In Europe, the EFQM Excellence Model constitutes the management framework needed to achieve **superior performance** and **business excellence** while in the USA, the Baldrige Excellence Model has been created to provide American organizations and enterprises with the management framework to achieve **sustainable excellence** (Baldrige Excellence Builder, 2017). **Both Excellence Models are driven by the Systemic theory**, as excellent businesses **systemically** and continually improve all strategic and operational factors such as: (a) Leadership, (b) Strategy, (c) People, (d) Partnerships and Resources, (e) Processes, products and services, (f) Customers, People, Society, and Business results.

Our proposal is to create a new book that is missing from the International Bibliography and deals with **the concepts and methodologies of Systemic Technologies for Business Excellence**. The new book will provide its recipients (mainly professionals at all levels of organizational hierarchy, entrepreneurs, researchers, consultants and Professors, graduate students of business, economics and technology), with the necessary skills and knowledge in order to be able to face the unprecedented turbulence in the business environment, and create a sustainable advantage for their organizations integrating excellence in all activities.

According to Stolovitch and Keeps (1999), the word technology is not simply machinery and hardware. It is essentially referred to as the scientific study of practical matters and denotes the application of procedures derived from scientific research and professional experience to the solution of practical problems.

In addition to Systemic Methodologies - Technologies and tools such as Vensim, Anylogic, Forio, VSMoD, DCSYM Case Tool, Viplan, Cogniscope, IdeaPrism etc. the Systemic Design Thinking Tools for Creativity, the application of Total Quality Management and Business Excellence methodologies, six sigma, lean management, quality management systems, strategic management systems, etc. could be considered as systemic approaches given that they affect the whole business operation and contribute to the holistic performance enhancement.

We invite you to offer your knowledge and expertise in Systemic Business Management and Excellence, by writing a Chapter or submitting a relevant published paper as a Chapter for this Book.

Please send us (an@hsss.eu) the title of your Chapter, your affiliation and an Abstract of about 250 words no later than **December 31, 2021**. Afterwards, we will send you the guidelines you should follow for writing the text.

Best regards,

Professor Nikitas Assimakopoulos,
UES-EUS President.
email: an@hsss.eu

Bibliography

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