

SDG#3 Sustainable Wellness and #8 Decent Jobs for Honey Business

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Abstract

Emergence of business usually goes along with the rising green economy with the importance of intangible cultural asset preservation, including wellness in agricultural products of a country and use of advanced technology for replication the innovative business models for fulfilling the growing wellness demands of customers. Demand chain and supply chain management of wellness related products, for example, mountain honey/ services of emerged countries under the application of social inclusion, diversity and technological advancement concepts in a society. Educators and industry practitioners need to be aware of these changes to catch up with new skills development and new job creation for sustainable development. In order to understand the new skills development for wellness honey related service industries, this paper is to explore the key elements of Ai in honey business in the past few years through literature search. 9 relevant journal papers related to honey business (2022-2024) and 16 news on new jobs and new skills (2020) have been selected and analyzed with Nvivo software. Based on qualitative and quantitative analysis of these selected literature, three major constructs are found – Ai in Honey Business (1,113 references), Motivation in Honey Wellness Business (1,078), Data Visualization (774 references), Responsive training in wellness (427), Responsive training in ICH, (412), Digital Agriculture (355 references), IoT (323 references). From the perspective of United Nations Sustainable Development Goals (UNSDGs), the results align with the goal# 3 well being for quality of life, goal#4 – quality of education with transferable skills, goal# 8 economic growth with decent job creation and goal#9 innovations for sustainable business. This paper is of practical value in terms of understanding the key elements for sustainable wellness, for example honey wellness business through re-visiting the ways of educating the community on the ways of creating or making use of innovations and ways of measuring improvement in health education for decent jobs. This brings insights to industry practitioners, investors, educators and policy makers on the importance of tracing the trend of emerging industry for sustainable development.

Keywords: Sustainable Development, Wellness, Ai in Honey Business, Decent Job Creation, Quality of Education.

Introduction

“Sustainability is a confusing concept that has evolved steadily over the last decades according to Faber et al. , 2005” (Bolis et al., 2014, p. 7). In past years, there are different definitions on sustainability and sustainable development covering different disciplines and perspectives of ecology, economics, sociology, biology, etc. Bolis et al. (2014) mentioned that “the concept of sustainability means many things to different people, and this diversity of meaning tends to increase.” According to the definition of Brundtland Commission (1992) of the United Nations, “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The basic element of sustainability is the economic aspect to support the business in short term. For business survival and expansion, issues relating to the customers, suppliers, organizations, and the community must be considered in strategic planning, strategy implementation, performance measurement and process review. Environmental considerations in the core and supporting processes may also definitely contribute to sustainable business.

During the 17th conference of UNESCO in Teaching and Learning, 2014, though educators realized that the future teaching mindset and pedagogy needed to be changed to match the needs of the community, the issues were the implementation of appropriate institutionalized policy to increase the relevancy of continual professional development of scholars, teachers, industry practitioners to understand the linkage between sustainability development and supply chain management in various kinds of industries. As a result, UNESCO, APEID co-organised with a tertiary institution in Hong Kong for the 1st forum in Sustainability Development in Higher Education on 21st July, 2015 to cover Programme Design; Module Assessment, and Learning Environments.

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Besides, the study of Louw (2013, p. 56) mentioned that UNESCO called for educational sustainable development in the coming 10 years with the four main goals identified in relation to education, that is, rethinking and revising education from nursery school to university to include a clear focus of current and future societies on the development of knowledge, skills, perspectives and values related to sustainability. In 2010, Ryan et al. uncovered that many initiatives were offered in the Asia-Pacific region about Education for Sustainable Development (ESD) to increase the understanding the different dimensions of sustainability. They also highlighted that there was a global trend in requesting more works on “promoting systemic change in educational arenas, particularly in terms of strategic integration within HE institutions. The Asia-Pacific contributions to this collection demonstrate the need to harness national policy, to develop local and regional initiatives and to work effectively towards more profound change in HE curricula and through collaboration with external communities and stakeholders.”

From the above, more works are required to close the gap between policy and practices on education for sustainable development and innovation for corporate competitiveness. In order to fulfill the needs of UNESCO in improving the understanding of SD and increase the innovative capacity of organizations, it is time to explore the sustainability and quality related literature in past years to identify the concerned areas for improving learning outcomes and skill development to achieve economic, social and environmental impacts.

From Corporate Social Responsibility (CSR) to United Nations Sustainable Development Goals (UNSDGs)

The Corporate Social Responsibility (CSR) guidelines of ISO 26000 highlight that a socially responsible organization needs to be aware of seven dimensions in their operations of business: labor practices, consumer issues, fair operating practices, human rights, organizational governance, community involvement and development and the environment. The priority of the seven dimensions is subject to the strategic planning of the management and the expectations of their stakeholders. For example, the management of a banking organization may need to understand the expectations of their customers when designing and launching different kinds of financial products and services, may need to identify not only their responsibility but also that of their business partners in the supply chain, may need to think about the environmental issues affecting their operations, their customers and their suppliers, and may need to consider ethical issues in their decision-making process so as to balance the economic, social and environmental impacts of sustainability; and the seven dimensions of CSR. The ISO Working Group on Social Responsibility (WG SR) has a high level of consensus in considering the needs of stakeholders in the guidelines of ISO 26000 for the benefit of the community.

According to Cajazeira (2008), the major principles for ISO 26000 are: accountability, transparency, ethical behavior, consideration for the stakeholders, legality, international standards, and human rights. It is the responsibility of organizations to consider the needs of the stakeholders in these seven aspects when designing work processes or executing business-related activities. In fact, ISO standard 26000 conveys a message that non-economic inputs and soft side of outcomes are the trend of quality management system (QMS).

Building quality into products and services for continuous improvement has been mentioned for scholars in total quality management in the past. Today, people started to explore integrating CSR and sustainability related elements into organizational strategy for sustainable business. Deep (2007) mentioned that there was a growing number proponents of the ‘stakeholder’ or ‘social responsibility’ model of corporate governance holding that business was accountable to a broader populace who have a direct or indirect stake in the enterprise’s activities. Although there is a lack of comprehensive evidence that CSR and sustainability lead to improving financial performance, awareness to environmental and social concerns from different stakeholders is needed for the progress of organizations.

United Nations Sustainable Development Goals (UNSDGs) were endorsed by world leaders in September 2015. The 17 UNSDGs, a continuation of the Millennium Development Goals in 2000, provide a holistic framework for countries to promote good governance with peace for social impact, to protect the land, water, air for environmental impact, and to promote inclusive, equitable and lifelong quality education for

social, economic and environmental impacts. However, the applicability and feasibility of 17 UNSDGs have become a hot topic recently. Among the 17 SDGs, Goal 4 quality of education with target 4.4 on substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship in 2030 is hardly to achieve without a framework to follow. This paper is to explore the ways to make honey wellness business sustainable in relation to UNSDGs with new jobs creation. The Research Objectives (RQs) of this paper are :

What are the key elements for sustainable honey wellness related business?

What are the decent jobs related to honey wellness business?

Embedding Quality, Process Management, ISO 10015 into UNSDGs

“Quality” and “Continual improvement” have been discussed in different kinds of industries, especially for value-added industries as supply chain management. Among the four main functions of management – planning, organising, motivating and controlling, each process of management is supposed to add value in the supply chain to fulfil and excel customer needs. Lo et al. (2005) brought forward the concept of customer-perceived values that integrates customer expectations into the designing of supply chain strategies. They mentioned that value of customer perceptions has to be considered carefully during the development stage of supply chain strategies. The insightful contributions of them are to simplify the complex internal operations system into seven categories. They are: strategic planning process (often referred to as the plan supply chain), three operational planning processes (also often referred to as plan source, plan make, and plan deliver) and three operational processes of source, make and deliver. The importance of perceived customer values is clearly demonstrated in the management strategic process; and embedded into operational performance.

The systematic concept of “Plan, Do, Check, Act” of ISO 9000 standards can help organizations to make improvement. ISO standards are stepping stone for reaching the ultimate aim of UNSDG 4 quality of education in skill development. When applying the concepts of ISO in training design, vision, mission and strategic goals of an organization are very important for delivering quality training services and improving skill development of staff members. ISO 10015:1999 training guidelines can be considered as a holistic framework to cover all the core activities – availability of training materials, training aid and equipment, knowledgeable and accountable trainers, innovative training strategy and a user-friendly and caring training environment for students. As the quality management training guidelines ISO 10015 was born in 1999, the DLDDC (Yeung, 2014) was used to provide a new perspective to ensure training relevancy to achieve UNSDG4.4 with the consideration of the context of the case centre in this paper.

Integrating Six Sigma into Training Design

As training design activities are situational and contextual based, the needs and wants, requirements and expectations of stakeholders need to be considered. Using systematic thinking for building inter-relationship of components in training design is very important. Metcalfe (2006) mentioned that human behavior is very situational.

“Much of what we do is because of the situation we are in and who we are with.”(Metcalfe, 2006)

Przekop (2006) mentioned that a fundamental driving principle behind Intuit’s Six Sigma efforts is to incorporate three stakeholders into outcomes of improvement. The three stakeholders are: employees, customers and shareholders.

“...looking at the organization’s three core processes : creating the

products, acquiring customers and expanding relationship, and

servicing and fulfilling customer requests.”

(Przekop, 2006)

“Sigma” is a symbol meaning how much deviation exists in a set of data. It is used to identify the number of defects within the production process. For service industries or social service organizations in relation to organization culture, it can be interpreted as defects in working relationship and communication that affect organizational performance. The aim of this paper is to identify the key elements for sustainable yoga business in relation to UNSDGs which can be treated as training guidelines of ISO 10015 : 1999 and the model of DLDDC - Determine/ Link/ Define/ Design/ Communicate of DFSS (Design for Six Sigma) to reduce variation for achieving UNSDG4.4.

In order to maximize the quality of learning outcomes, Meyers & Nulty (2009) mentioned that courses needed to provide students with teaching and learning materials, tasks and experiences that are authentic, real world and relevant. Based on the above 5 principles of curriculum design put forward by Meyers & Nulty (2009) and the concept of DFSS, the errors may be found in the curriculum design process are outdated curriculum, irrelevant learning outcomes, unmotivated students, and irrelevancy to employers.

In order to minimize the variations, DFSS needs to be explored to identify other elements that need to be considered in the design process to reduce variations. Based on the above possible errors, it is predicted that determining a direction, linking the directions with the requirements, defining a boundary for the curriculum, designing relevant materials, activities and assessments, and communicating the key considerations to stakeholders are the elements that need to be added into the curriculum design process for the benefit of the students, the prospective employers and the institution.

Based on DLDDC model (Yeung, 2014), the preparation works, for example, determining mission and defining scope of training design to match the mission statement of an organization are important from management perspective.

Methodology and Key Findings

Literature Search to Identify Key Elements for Wellness Business

Emergence of business usually goes along with demographics change of a country and new demands of customers. Demand chain and supply chain management of product/ service are unique for different newly emerged industries under globalization and technological advancement in a society. Educators and industry practitioners need to be aware of these changes to catch up with new skills development and new job creation for sustainable development. In order to understand the the new skills development for wellness honey related service industries, this paper is to explore the key elements of Ai in honey business in the past few years through literature search. 9 relevant journal papers related to honey business (2022-2024) and 16 news on new jobs and new skills (2020) have been selected and analyzed with N'vivo software.

Research Objectives (ROs)

This research explores the key elements for sustainable development in honey wellness related business with new jobs creation.

Research Objectives (ROs):

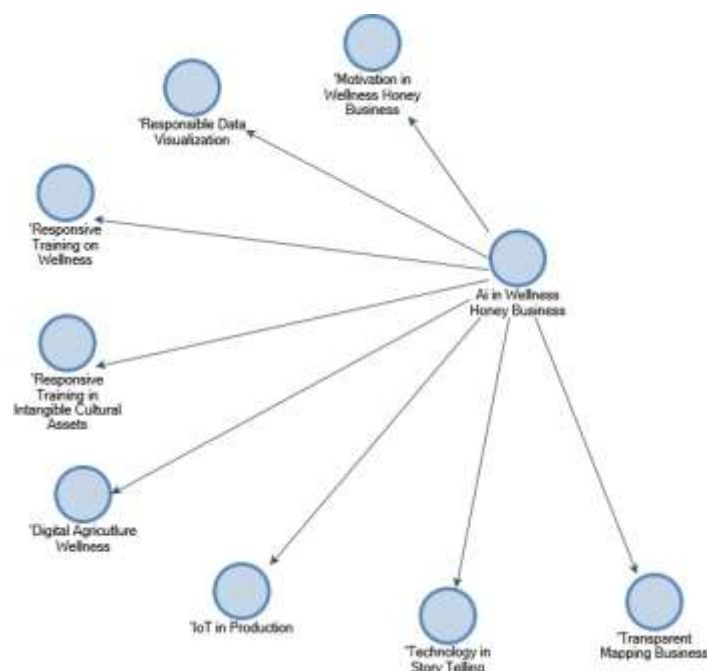
What are the key elements for sustainable honey wellness related business?

Based on qualitative and quantitative analysis of these selected literature, three major constructs are found – Ai in Honey Business (1,113 references), Motivation in Honey Wellness Business (1,078), Data

Visualization (774 references), Responsive training in wellness (427), Responsive training in ICH, (412), Digital Agriculture (355 references), IoT (323 references). From the perspective of United Nations Sustainable Development Goals (UNSDGs), the results align with the goal# 3 well being for quality of life, goal#4 – quality of education with transferable skills, goal# 8 economic growth with decent job creation and goal#9 innovations for sustainable business. This paper is of practical value in terms of understanding the key elements for sustainable wellness, for example honey wellness business through re-visiting the ways of educating the community on the ways of creating or making use of innovations and ways of measuring improvement in health education for decent jobs. This brings insights to industry practitioners, investors, educators and policy makers on the importance of tracing the trend of emerging industry for sustainable development.

What are the decent jobs related to honey wellness business?

From the perspective of United Nations Sustainable Development Goals (UNSDGs), the results align with the goal#4 – quality of education with transferable skills, goal# 3 well being for quality of life, goal# 8 economic growth with decent job creation and goal #9 innovations for sustainable business. These findings are of practical value in terms of understanding the key elements for sustainable yoga business through re-visiting the ways of educating employees, ways of creating or making use of innovations and ways of measuring improvement in health conditions. This brings insights to industry practitioners, investors, educators and policy makers on the importance of tracing the trend of emerging industry for sustainable development. And, the findings are well aligned with ISO 10015:1999 training guidelines - a holistic framework to cover all the core activities – availability of training materials on wellness and intangible cultural heritage (ICH) in response to the needs of the community of production and consumption, AI training with Internet of Things for marketing honey related wellness products and services for good health, data visualization on medicinal value of honey to good health and story telling of agricultural economy via knowledgeable and accountable trainers, innovative training strategy and a user-friendly and caring training environment for industry practitioners in wellness business, supply chain management, IT practitioners for social media promotion and products/ services traceability and transparency and potential consumers as a whole. As the quality management training guidelines ISO 10015 was born in 1999, the DLDDC (Yeung, 2014) was used to provide a new perspective to ensure training relevancy to achieve UNSDG4.4 with the consideration of the context of the case centre in this paper.



Ai in Wellness Honey Business (1,113)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	386	1.15%
Adapt is the name of the game for coaches	3	0.14%
agriculture-14-02100	151	0.54%
AI a smart career for migrant workers (2)	6	0.17%
appls-ci-12-11179-v2 (1)	36	0.17%
asi-07-00062	26	0.05%
Designing honor	1	0.04%
Effect_of_various_supplements_on_productive_perfor	155	0.62%
electronics-11-00783	36	0.13%
insects-15-00418-v2	78	0.21%
New industry careers lure China's youth	2	0.07%
Pandemic a time to get out of one's comfort zone	6	0.42%
Power company workers in tune with spirit of solidarity over COVID19	3	0.25%
Sharing economy gets HR twist	13	0.42%
Silver lining for China's fitness industry amid COVID-19 outbreak	2	0.17%
wpr-2022-23	205	0.15%
Xi China to share vaccine with world	3	0.11%
疫症影響實體銀行 加速業界轉型	1	0.06%

Motivation in Honey Wellness Business (1,078)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	386	1.15%
Adapt is the name of the game for coaches	3	0.14%
agriculture-14-02100	175	0.72%
appls-ci-12-11179-v2 (1)	33	0.16%
asi-07-00062	21	0.05%
Designing honor	1	0.04%
Effect_of_various_supplements_on_productive_perfor	154	0.62%
electronics-11-00783	30	0.12%
insects-15-00418-v2	56	0.18%
Pandemic a time to get out of one's comfort zone	6	0.42%
Power company workers in tune with spirit of solidarity over COVID19	3	0.25%
Sharing economy gets HR twist	13	0.42%
Silver lining for China's fitness industry amid COVID-19 outbreak	2	0.17%
wpr-2022-23	192	0.15%
Xi China to share vaccine with world	3	0.11%

Responsible Data Visualization (774)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	13	0.06%
Adapt is the name of the game for coaches	10	0.68%
agriculture-14-02100	36	0.14%
AI a smart career for migrant workers (2)	4	0.72%
appls-ci-12-11179-v2 (1)	118	0.43%
asi-07-00062	109	0.23%
Authorities going full steam ahead to secure new jobs	2	0.51%
Ballet dancer leaps to online classes	4	0.55%
Designing honor	4	0.48%
Effect_of_various_supplements_on_productive_perfor	10	0.05%
or		
electronics-11-00783	63	0.22%
Freelance 平台自由接 Job 打造疫市奇葩	2	0.73%
insects-15-00418-v2	62	0.19%
New industry careers lure China's youth	2	0.45%
NEWS LINE	6	0.83%
Pandemic a time to get out of one's comfort zone	4	0.41%
Power company workers in tune with spirit of solidarity over COVID19	4	0.52%
Sharing economy gets HR twist	9	0.48%
Silver lining for China's fitness industry amid COVID-19 outbreak	4	0.47%
wpr-2022-23	285	0.16%
Xi China to share vaccine with world	15	0.97%
尚乘攜手 MAS 及 SFA 共推 600 萬新元計劃支援新加坡金融科技企業	2	0.77%
春節催生新職業日薪可達一萬元	2	1.06%
疫症影響實體銀行 加速業界轉型	2	0.77%
香港應發展零工經濟	2	0.58%

Responsive Training on Wellness (427)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	21	0.08%
Adapt is the name of the game for coaches	10	0.68%
agriculture-14-02100	11	0.07%
AI a smart career for migrant workers (2)	4	0.72%
appls-ci-12-11179-v2 (1)	12	0.05%
asi-07-00062	32	0.11%
Authorities going full steam ahead to secure new jobs	2	0.51%
Ballet dancer leaps to online classes	5	0.61%

Designing honor	5	0.51%
Effect_of_various_supplements_on_productive_perfor	19	0.07%
electronics-11-00783	18	0.11%
Freelance 平台自由接 Job 打造疫市奇葩	2	0.73%
insects-15-00418-v2	26	0.12%
New industry careers lure China's youth	3	0.54%
NEWS LINE	6	0.83%
Pandemic a time to get out of one's comfort zone	4	0.41%
Power company workers in tune with spirit of solidarity over COVID19	4	0.52%
Sharing economy gets HR twist	12	0.54%
Silver lining for China's fitness industry amid COVID-19 outbreak	5	0.54%
wpr-2022-23	201	0.17%
Xi China to share vaccine with world	17	1.02%
尚乘攜手 MAS 及 SFA 共推 600 萬新元計劃支援新加坡金融科技企業	2	0.77%
春節催生新職業日薪可達一萬元	2	1.06%
疫症影響實體銀行 加速業界轉型	2	0.77%
香港應發展零工經濟	2	0.58%

Responsive Training on Intangible Cultural Assets (ICA) (412)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	8	0.05%
Adapt is the name of the game for coaches	10	0.68%
agriculture-14-02100	11	0.08%
AI a smart career for migrant workers (2)	4	0.72%
applsoci-12-11179-v2 (1)	6	0.04%
asi-07-00062	25	0.09%
Authorities going full steam ahead to secure new jobs	2	0.51%
Ballet dancer leaps to online classes	5	0.61%
Designing honor	4	0.48%
Effect_of_various_supplements_on_productive_perfor	3	0.02%
electronics-11-00783	14	0.10%

Freelance 平台自由接 Job 打造疫市奇葩	2	0.73%
insects-15-00418-v2	19	0.10%
New industry careers lure China's youth	3	0.54%
NEWS LINE	6	0.83%
Pandemic a time to get out of one's comfort zone	4	0.41%
Power company workers in tune with spirit of solidarity over COVID19	5	0.60%
Sharing economy gets HR twist	7	0.44%
Silver lining for China's fitness industry amid COVID-19 outbreak	4	0.47%
wpr-2022-23	247	0.22%
Xi China to share vaccine with world	15	0.97%
尚乘攜手 MAS 及 SFA 共推 600 萬新元計劃支援新加坡金融科技企業	2	0.77%
春節催生新職業日薪可達一萬元	2	1.06%
疫症影響實體銀行 加速業界轉型	2	0.77%
香港應發展零工經濟	2	0.58%

Digital Agriculture Wellness (355)

Name	References	Coverage
A-Comprehensive-Review-of-the-Effect-of-Honey-on	16	0.05%
Adapt is the name of the game for coaches	2	0.08%
agriculture-14-02100	37	0.28%
AI a smart career for migrant workers (2)	2	0.26%
appls-ci-12-11179-v2 (1)	106	0.86%
asi-07-00062	25	0.10%
Authorities going full steam ahead to secure new jobs	1	0.14%
Designing honor	2	0.10%
Effect_of_various_supplements_on_productive_per for	23	0.12%
electronics-11-00783	8	0.05%
insects-15-00418-v2	13	0.06%

Sharing economy gets HR twist	6	0.13%
Silver lining for China's fitness industry amid COVID-19 outbreak	2	0.14%
wpr-2022-23	110	0.08%
Xi China to share vaccine with world	2	0.05%

Based on literature review search on honey wellness business and decent job opportunities, the key elements for sustainable honey wellness business are: inputs of ai honey wellness business (SDG#8), process of SDG#9 innovative and responsive training and integrated IT with Ai, data visualization and IoT for transparency of demand chain management and supply chain management, and the outputs are SDG#4.7 knowledge transfer to honey agricultural practitioners and investors, and commitment of training procedures on ISO 10051 to address the rights of customers, details on product/ service information, regulations compliance, risk assessment, innovations; process of services; and outputs of sustainable development, decent job creation, peace of mind and social impacts.

Conclusion

Based on the qualitative and quantitative analysis on honey wellness business and sustainable development, it is found that UNSDGs serve as foundation of applying ISO 10015 training guidelines and technology to help honey wellness service providers to identify the relevant skill sets required to deliver quality services to customers and internal procedures required for corporate governance to increase the trust from stakeholders for sustainable development. Hence, ongoing data collection from different channels and communications with different stakeholders are important in capacity development for sustainable development to create impacts for the community.

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- <https://sustainabledevelopment.un.org/sdg4>
- <http://www.hsmc.edu.hk/index.php/media1/thang>
- <http://www.hsmc.edu.hk>