

List of abbreviations

ABC	Activity Based Costing
AHP	Analytic Hierarchy Process
AMA	American Marketing Association
ASQ	American Society for Quality
BPM	Business Process Management
BPO	Business Process Operations
BPR	Business Process Reengineering
BVA	Business-Value-Added
CODN	Cost of Doing Nothing
COPQ	Cost of Poor Quality
CP	Critical Path
CPM	Critical Path Method
CRM	Customer Relationship Management
CTA	Call To Action
CTC	Critical-to-Cost
CTP	Critical-to-Process
CTQ	Critical To Quality
DACS	Design-Act-Convert-Sustain
DER	Debt/Equity ratio
DFSS	Design For Six Sigma
DMADV	Define-Measure- Analyze-Design-Verify
DMAIC	Define-Measure-Analyze-Improve-Control
DPMO	Defects Per Million Opportunity
DPU	Defect Per Unit
DVC	Divine Voyage Club
FCF	Free Cash Flow
G2B	Government-to-Business,
G2C	Government-to-Customer,
G2G	Government-to-Government
GHG	Green House Gas
GLSS	Green Lean Six Sigma
GSS	Green Six Sigma
IDEA	Identify, Define, Evaluate and Activate
IQR	Inter Quartile Range
ISO	International Standards Organization
ITU	International Telecommunication Unit
KMO	Kaiser-Meyer-Olkin
KPI	Key Performance Indicators
LMAD	Launch, Manage, Adapt and Discontinue
LSL	Lower Specification Limit
LSS	Lean Six Sigma
MAD	Median Absolute Deviation

MIS	Management Information System
MKPI	Measurement based Key Performance Indicators
MoB	Management by Objectives
MSE	Mean Square Error
NVA	Non-Value-Added
PCA	Principal Component Analysis
PCI	Process Capability Indices
PDCA	Plan-Do-Check-Act
PERT	Program Evaluation and Review Technique
QFD	Quality Function Deployment
ROC	Return On Capital
ROI	Return On Investment
RPI	Relative precision index
RSS	Root sum square
RTY	Rolled throughput yield
SCM	Supply Chain Management
SEO	Search Engine Optimization
SIPOC	Supplier-Input-Process-Output-Customer
SMART	Specific-Measurable-Achievable- Result focused-Time bound
SMM	Social Media Marketing
SOP	Standard Operating Procedure
SQC	Statistical Quality Control
SSDMM	Six Sigma Digital Marketing Model
SSM	Six Sigma Marketing
TCE	Total Customer Experience
TOP	Total Opportunity
TQM	Total Quality Management
TRG	Technical Resume Group
UAPL	Understand, Analyze, Plan and Launch
USL	Upper specification limit
VA	Value-Added
VOB	Voice Of Business
VOC	Voice Of Customer
VOCT	Voice of Customer Table
VSM	Value Stream Mapping
WBS	Work Breakdown Structure
WOM	Word of Mouth