**Abstract**

There have been several cases of product quality failures in Israel and abroad over the last few years. These cases have had an impact on the daily consumption of products, and harmed companies’ reputations and profits. Product quality failures have also directly affected the lives of consumers, as well as the work of quality professionals, whose status, which is dependent on organization culture, varies in different organizations. This problem has become even more acute during the COVID-19 pandemic, which has changed the patterns of daily life, especially in the work environment. The pandemic has had a strong impact on quality professionals, who must find creative ways to ensure that they are meeting quality standards and adjusting their products to meet their customers’ needs. This paper focuses on the particular impact of the COVID-19 pandemic on the field of quality management within organizations.

**Research Hypothesis:** Generally, the status of quality professionals is dependent on organizational culture and thus varies in different organizations. This paper is based on the proposition that a flawed culture of quality management reduces the profitability of Israeli companies.

This study conducted an opinion survey based on open-ended questions among quality professionals. Over 81% of respondents claimed that the role of a quality engineer is dependent on organizational culture. Responses to open-ended questions about the meaning of organizational culture cited the elements of support from management, a supportive quality management framework, and the quality engineer’s added value to the organization. Over 70% of respondents believed that the status of quality professionals has remained unchanged since the COVID-19 pandemic, raising issues such as presence in the workplace, status, authority, job description, and the importance the organization attributes to quality. Some of the respondent quality professionals reported having received additional responsibilities related to the coronavirus, including implementing COVID-19 prevention guidelines. Additionally, over 70% of respondents claimed that their status in the organization had not changed within the last five years.

A Match Quality assessment of the statements was performed to analyze the results of the opinion survey. It was found that most quality professionals who worked from their places of employment during the pandemic lockdowns felt that the status of their roles had not changed with regard to their organizational and professional status, job description, and the importance of quality in the organization. In contrast, those who worked off-site during the pandemic lockdowns believed that the status of their role had changed and was in decline.

I also attempted to test the research hypothesis among quality professionals abroad. Due to a low response rate, it was not possible to perform a full analysis of the opinion survey. However, it is possible to identify similar trends among these quality professionals as well.