



14th Toulon-Verona Conference “Excellence in Services”

1 – 3 September 2011

CONFERENCE PROGRAMME



UNIVERSIDAD DE OVIEDO

University of Alicante - Spain

Thursday 1 September

- 12.00 - 2.00 p.m. Registration & Welcome Coffee
- 2.00 - 3.30 p.m. Opening Plenary session
- Conference Opening and Welcome address:**
- Prof. Claudio Baccarani, Verona University
- Excmo. y Magfco. Prof. Ignacio Jiménez Raneda. President of the University of Alicante
- Prof. Juan Llopis Taverner. Dean of the Faculty of Economics.
- Prof. Jacques Martin, Toulon University
- Keynote Speaker: Prof. Dr. Alan Brown**
- Chair: Prof. Claudio Baccarani
- Coffee break
- 4.00 - 5.30 p.m. **Parallel sessions**

Friday 2 September

- 9.00 - 11.30 a.m. **Parallel sessions**
- 11.30 - 12.00 a.m. Coffee break
- 12.00 - 1.00 p.m. **Keynote Speaker: Prof. Andrés Pedreño Muñoz**
- Chair: Prof. Ramón Fuentes
- 1.00 - 2.15 p.m. Lunch
- 2.15 - 3.45 p.m. **Parallel sessions**
- 3.45 - 4.15 p.m. Coffee break
- 4.15 - 5.45 p.m. **Parallel sessions**
- 8.00 p.m. Gala Dinner

Saturday 3 September

- 9.00 - 10.30 a.m. **Parallel sessions**
- 10.30 - 11.00 a.m. Coffee break
- 11.00 - 12.30 p.m. **Parallel sessions**
- 12.30 - 1.00 p.m. **Closing session**

Parallel sessions will take place in the following lecture halls: A2/0D01 (A), A2/0D02 (B), A2/0D03 (C), A2/0D04 (D) y A2/0C04 (E)

Thursday 1 September – afternoon

2.00 – 3.30 PM

Opening Session

Keynote Speaker: Prof. Dr. Alan Brown

Chair: Prof. Claudio Baccarani

4.00 p.m. - 5.30 p.m.

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Quality in Higher Education, Chairperson: Alberto Suárez-Álvarez, Spain

Abbate, T., Alibrandi, A., and Souca M.

University and Sports: how to improve the CUS services?

Alvira, F., Aguilar, M., Betrisey, D., Blanco, F., Lahera-Sánchez, A., Mitxelena C., and Velázquez, C.

Quality and evaluation of teaching in Spanish universities

Barać, D., Bogdanović, Z., Milić, A., Jovanić, B., and Radenković, B.

Developing adaptive E-learning portal in Higher Education

Covarrubias-Venegas, B., Gaedke, G., Janous, G., and Recker, S.

Quality management at institutes of higher education; Development of measures to reduce dropouts and leaves of absence at the FHWien University of Applied Sciences of WKW

A

Quality in Health Care, Chairperson: Raine Isaksson, Sweden

Ambaglio, C., Bottinelli, L., and Pavione, E.

An evaluation model for the effectiveness of the General Practitioner (GP) in the Italian Health Care System

Bertezene, S. and Martin, J.

Implementing an ethical governance in homes for the elderly

Bifulco, F. and Raimondo, C.

Lean management in health care organizations: new experiences in Italian context

B

Local Government and Public Services, Chairperson: Alberto Marino, Italy

Bertezene, S., Ferraton, C., Martin, J., and Vallat, D.
Improving the quality of the coaching process for entrepreneurship: a study of the case of France

Biancone, P.
The mediation as a high quality service to resolve disputes

Cugno, A. and Scilla, A.
New technology for Strategic Management Policy in Small Areas: the “GIS Piedmont region”

Silva, M., Mano, M., and Saraiva, P. A.
Public sector assessment by mapping organisational creativity

Tourism and Leisure, Chairperson: Stefan Lagrosen, Sweden

Álvarez-Suárez, A. and Fuentes, R.
Productivity of travel agencies: a comparative analysis

Bonfanti, A., Castellani, P., and Rossato, C.
Geomarketing to support the strategies of the Gardaland Amusement Park

Cano, M., Drummond, S., and Kourouklis, A.
A Model for benchmarking Service Quality: small hotels on the periphery

Romenti, S., Minazzi, R., and Murtarelli, G.
Online relationships and dialogue orientation in the Italian hospitality industry

Methodological Approaches for Service Excellence, Chairperson: Patrícia Moura e Sá, Portugal

Antunes, G. and Pires, A.
Improving ISO 9001:2008 with six sigma methodology

Barradas, J. and Sampaio, P.
ISO 9001 and ISO 17025 standards in a metrology laboratory

Martin, J. and Tuan, N.M.
Maintaining ISO 9001 certification: The case of Vietnam

Matias, D., Sampaio, P., and Braga, A.
ISO 9001 Certification: the customer’s perspective

Friday 2 September – morning

9.00 am – 11.30 am

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Quality in Higher Education, Chairperson: Yossi Raanan, Israel

Dessi, S., Giudici, E., and Ramos, B.

How teachers and students may work to build a more sustainable world

Ljungblom, M. and Isaksson, R.

Educational value in distance and in campus education seen from a stakeholder perspective; the case of Sweden

Lloret-Llinares, M., Evangelio-Llorca, R., Pastor-Alfonso, J., Valero-Escandell, J., Fuentes R., and Such-Climent, M.

Surveys as an instrument for evaluating the educational process: an experience in the tourism degree of the University of Alicante

Mano, M., Carvalho, F., Silva, M., and Rocha, F.

Implications on the design and methodology of a strategic planning process in a university

Quality in Health Care, Chairperson: Chiara Rossato, Italy

Cassia, F., Cobelli, N., and Gill, L.

Generic medicines non-adoption: investigating the perceptions and attitudes of customers and the role of health professionals' service network

Dobrota, M., Bulajic, M., and Radojicic, Z.

Data mining in medicine: using cart for prediction of outcome in septic patient treatment

Esposito, A.

Insights about communication planning in Health Care: An exploratory study

Local Government and Public Services, Chairperson: Maria V. Ciasullo, Italy

Corbetta, C., Dassi, G., Francesconi, A., and Zoli, A.

The first implementation in Italy of 112 as unique emergency dial number (UEN). The Varese project managed by AREU

Drakulić, M., Krivokapić, D., and Mirković, M.

Public Administration, Communication Technologies and Crowdsourcing: Opportunity for Social Change

Isaksson, R.

University Support to Regional Development – Process Based Stakeholder Management in Gotland

A

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C

Tourism and Leisure, Chairperson: Ramón Fuentes, Spain

D

Confente, I.

Word of mouth in the tourism industry: an empirical investigation of service experience

Mauri, A. and Minazzi, R.

The impact of hotel reviews posted by guests on customers' purchase process and expectations

Passaro, P., Carella, R., and Russo, L.

The management of a project for the services quality improvement in the tourism sector -The Emas/Ecolabel certification of a touristic structure in South Italy-

Integrated Systems and Excellence Models, Chairperson: Amnon Caspi, Israel

E

Abrahamsson, S., Hansson, J., and Isaksson, R.

Integrated Management Systems - testing a model for integration

Cocks, G.

Identifying opportunity gaps in the quest for excellence

Cano, M. and Kobi, A.

Evaluation of Continuous Improvement Approaches within the Scottish Manufacturing Sector

Fontes da Costa, J. and Oliveira, T.

Professional Identity and the Psycho-Social Contract: The ideological link to commitment

Miglietta, A., Pessione, M., and Cassia, F.

Facilitating network-building services for social innovation: the case of "The HUB (Milano)"

12.00 – 1.00 pm

Keynote Speaker: Prof. Andrés Pedreño Muñoz

Chair: Prof. Ramón Fuentes

Friday 2 September – afternoon

2.15 - 3.45 p.m.

Quality in Higher Education, Chairperson: Steve Martin, England

A

Petrović, N., Drakulić, M., Išljamović, S., Jeremić, V., and Drakulić, R.

Methodological improvement for higher environmental education: a flexible approach

Pires, A. and Gonçalves, H.

Higher education dropout: exploratory study in the Polytechnic Institute of Setubal

Álvarez-Suárez, A., Pascual, M., Alonso, J., Fuentes, R., Catalán, C., and Martís, R.

Teaching innovation projects associated with the introduction of the new information technologies (ICTS) improve expected educational results: the case of engineering studies at the university of Oviedo

Álvarez-Suárez, A., Alonso, J., Martís, R., Albañil, P., and Pascual, M.

Spin-off for the management for the quality and innovation in the university of Oviedo: Technical Office for Quality and innovation (TOQi)

Quality in Health Care, Chairperson: Enrico Baldantoni, Italy

B

Li, H.

Building China's rural health care performance evaluation system: a Tuscan perspective

Lagrosen, S. and Lagrosen, Y.

The learning process of health service procurement

Martínez, M., Iacono, M.P., Galdiero, C. and Mercurio, R.

Public-private partnerships in the Italian health sector: the analysis of organizational forms

Local Government and Public Services, Chairperson: Federico Brunetti, Italy

C

Magno, F. and Cassia, F.

Are citizens always right? Investigating why citizens' inputs are not always beneficial to public services co-production

Maletic, P., Kreca, M., Jeremic, V., and Djokivic, A.

Towards uniformly developed municipalities; a Serbian perspective

Pellicano, M., Ciasullo, M., Monetta, G., and Galvin, M.

An in-depth study of public administrations: the shift from citizen relationship management to stakeholder relationship governance

Tourism and Leisure, Chairperson: Michele Cano, Scotland

Pellicano, M. and Monetta, G.

Innovative systems in Italian tourism, so-called “extended” hotels

Splendiani, S., Pencarelli, T., and Dini, M.

Tourism Enterprises and Sustainable Tourism: empirical evidence from the Province of Pesaro Urbino

Vigolo, V.

Quality and destination image: differences between visitors and non-visitors; an Italian perspective on South Africa

Quality and Strategy, Chairperson: Pietro Paolo Biancone, Italy

Arshad, K., Rafique, T., Ishaque, A., and Nisar, A.

Developing a Suitable Framework for Appropriate Project Management Application for IT Industry of Pakistan

Cocks, G., Mueller, J., and Ingley, C.

Competence gaps in company directors in New Zealand

Fraquelli, G. and Menozzi, A.

Competition in the organized retail market and the role of brand: empirical evidence in an Italian town

Galluci, C., Bellelli, P., and Saccà, G.

The assessment of cultural experience through learning processes: a model for individual, firm and territory system viable competitiveness

Carlos, V.S., Lourenço, L., and Mendes, L.

The influence of TQM on employees’ work-related attitudes and behaviour

4.15 - 5.45 p.m.

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Quality in Higher Education, Chairperson: Antonio Pires, Portugal

Qureshi, A. and Afzal, S.

Study of the Pressure on Faculty Members Regarding Passing the Students

Raanan, Y.

A new paradigm for higher education

Rodriguez-Donaire, S., Garcia-Almiñana, D., and Barodzich, I.

The combination of Web-Based Communication Mechanisms and Wiki Environment enable Superior Performance Achievements

Martin, S., Garner, W., Arokiam, I., and Wilson, I.

Coventry University Business Improvement Training (CUBIT) The application of Lean Thinking within the UK university sector

Fuentes, R., Lillo-Bañuls, A., and Perles-Ribes, J.

Technology and training in tourism economics: a preliminary study of the suitability of tools

A

Quality in Health Care, Chairperson: Mosad Zineldin, Sweden

Nadin, G. and Pacenti, G.

Care services in community pharmacies: the italian pharmacist's perspective

Sarti, D.

People management in welfare sector: an empirical investigation on job satisfaction among people-care workers in Italy

Baldantoni, E. and Torri, E.

Waiting Lists in a Public Health Service: a Fact of Life or Time for a Change?

B

Local Government and Public Services, Chairperson: Alan Brown, Australia

Moura e Sá, P. and Maia, I.

Schools self-assessment: a study on the levels of stakeholders' involvement in the process

Obradović, T., Dmitrović, V., and Latinović, M.

Application of contemporary cost management concept in Serbian local government

Martinez, M., Iacono, M.P., Galdiero, C., and Mercurio, R.

Organizational change, compliance and management control systems: a survey on Italian public utilities

C

D

Banking Services, Chairperson: Alberto Lombardo, Italy*Cavallone, M. and Modina, M.*

Customers “perception of banking services” quality: an empirical evidence

Gomes Dos Santos, G., Han, D., Reiner, G., and Stoffel, K.

Method for screening sustainability reports in the financial services industry

Malinconico, A. and Frigerio, C.

Alternative dispute resolution techniques can work for better services? The case of Italian banking industry

Savic, S., Bulajic, M., and Savic, G.

Efficiency prediction of a new participant in the market on the example of the banking sector in Serbia

E

Quality and Strategy, Chairperson: Walter Tucker, USA*Angelini, A.*

The supplier's contribution to the value co-creation process and the effect on business value

Biancone, P.P., Bechis, M., and Serlenga, A.

Management system and control model for corporate fraud accountability (1)

Biancone, P.P., Bechis, M., and Serlenga, A.

A management system and control model for corporate fraud accountability (2)

Ciasullo, M. and Troisi, O.

The creation of sustainable value in SMEs: a case study

Styger, L.

An Analysis of the Restrictions on the Competitive Readiness of Australian Businesses Due to Their Lack of Formal Quality Management Systems

Visnjic, I. and Neely, A.

Business model Innovation of Complex Service Providers: A Quest for Fit

Saturday 3 September – morning

9.00 – 12.30 p.m.

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Quality in Higher Education, Chairperson: **Claudio Baccarani, Italy**

A

Pereira Louro, A., Lourenço, L., and Saraiva, P.

Methodologies for integrated quality assessment in higher education institutions

Tomašević, I., Stojanović, D., Simeunović, B., Radović, M., and Andrić-Gušavac, B.

Creating value in higher education institutions

Vujin, V., Petrovic, N., Iščjanovic, S., Vuk, D., and Senegačnik, M.

Mobile learning and improvement of environmental education

Quality in Health Care, Chairperson: **Roberta Minazzi, Italy**

B

Simčič, B. and Poldrugovac, M.

Towards an estimate of adverse events in health care in Slovenia: challenges in implementing a national survey

Tzannis, A. and Nadin, G.

Elderly and health care services: the elements characterizing the patient satisfaction

Zineldin, M., Zineldin, J., and Vasicheva, V.

Approaches for reducing medical errors and increasing patient safety: TRM, quality and 5QS method

Local Government and Public Services, Chairperson: **Glória Antunes, Portugal**

C

Silva, M., Mano, M., and Saraiva, P.

Public Sector Assessment by Mapping Organisational Creativity

Testa, F. and Simeoni, F.

The relevance of economic reasons for governmental choices on renewable energies in Italy

Tucker, W.

What's In a Name? Quality in the Public Sector After the Great Recession

Logistics, Chairperson: Jacques Martin, France

D

Angioni, E., Cabbidu, F., and Di Guardo, M.

Value co-creation through multichannels distributions: the Nike ID case

Rolo Alves, A. and Ramos Pires, A.

Organizational change and design for strategy deployment

Shahidan, M. and Netadj, M.

Logistic impact on food price

Customer Relationships, Chairperson: Graeme Cocks, Australia

E

Baccarani, C. and Brunetti, F.

The need for customer education in high people-density services: a new role for service providers?

Lombardo, A. and Barone, S.

Manager's and citizen's perspective of positive and negative risks for small probabilities

Marino, A.

From prosumers to persumers: the implementation of a real involving (services) marketing

Masiello, B., Marasco, A., and Izzo, F.

Co-innovation in creative-intensive business services: the role of clients in advertising agencies' innovation processes

Moyes, D.

The development of customer relationship capital by small rural service firms

12.30 – 1.00 pm

Closing session