



11th TOULON – VERONA CONFERENCE

*University of Florence
Dipartimento di Scienze
Aziendali*

QUALITY IN SERVICES *HIGHER EDUCATION; HEALTH CARE; LOCAL GOVERNMENT; TOURISM; BANKING*

Florence - Italy, 4-5 September 2008

Via delle Pandette, 9, Firenze

PROGRAMME



Keynote speakers

Prof. Tony Bendell

Dr. Stefano Nardini

Thursday 4 September

9-10: Registration

10.00-10.15: Opening of conference

Keynote speaker:

10.15 – 11.00: Prof. Tony Bendell; *Excellence in Service Organisations - A Few Facts, Some Vague Thoughts and Some Even Vaguer Speculations*

Session 1: Higher Education 11 AM – 12.15, room: 0.01 Chair: Y. Raanan	Session 2: Health Care 11 AM – 12.15, room: 0.13 Chair: M. Kiauta	Session 3: Local Government 11 AM– 12.15, room: 0.07 Chair: P. Moura e Sa	Session 4: Tourism 11 AM – 12.15, room: 0.04 Chair: A. Douglas
<p>11: Internal QA systems of university education at the University of Oviedo; <i>Alvarez A., Martis R., Alonso J., Lopez M.</i></p> <p>11.25: Exploring the meaning of quality for a higher education institution: the case of Politecnico di Milano; <i>Bardi L., Butelli P., Catellani L.</i></p> <p>11.50: Corporate university and company's competitiveness: the case of Lidl Italia; <i>Castellani P.</i></p>	<p>11: Process improvement measures in social area organizations: A study in Institutions for Elderly: Survey preliminary results; <i>Antunes G., Pires A., Machado V.</i></p> <p>11.25: Medication errors and computerized physician order entry; <i>Baldantoni E., Allegretti M.G., Gobetti L., Gremes E., Orrico D</i></p> <p>11.50: Staff training on basic life support according to joint commission international standards; <i>Baldantoni E., Refatti F., Marzano A., Allegretti M.G.</i></p>	<p>11: The role of Local Government in SMEs Technology Transfer; <i>Aiello G., Macchi M., Donvito R., Ranfagni S.</i></p> <p>11.25: Public – Private Partnership: a new model of local governance?; <i>Argiolas G., Dessì C., Floris M., Giudici E.</i></p> <p>11.50: Quality in local public services and users' satisfaction: how can local governments keep control?; <i>Armano B.</i></p>	<p>11: Learning from customers: running virtual communities in tourism; <i>Baglieri D., Consoli R.</i></p> <p>11.25: Destination appeal and image: the US market perspective; <i>Bassani S., Persico S.</i></p> <p>11.50: Experiential marketing in Tuscany thermal system; <i>Ciappei C., Pellegrini M., Surchi M., Belardi M.</i></p>

12.15 – 2.00: lunch

Session 1: Higher Education 2 – 5 PM, room: 0.01 Chair: F. Brunetti	Session 2: Health Care 2 – 5.15 PM, room: 0.13 Chair: M. Ugolini	Session 3: Local Government 2 – 5.15 PM, room: 0.07 Chair: R. Moliterni	Session 4: Tourism 2 – 5.15 PM, room: 0.04 Chair: J. Douglas
<p>2.00: Comparing Critical Incident Technique and Survey Questionnaires as a means of collecting student feedback; <i>Douglas J., McClelland R., Sudbury L., Davies J.</i></p> <p>2.25: The choice of scenario for the university – rethinking or hollowing out policy; <i>Kuzmanoska I., Piperkoski I.</i></p> <p>2.50: Forecasting future trends in higher education at Faculty of Organizational Sciences in Belgrade; <i>Marinkovic S., Paunovic N., Rubezic A.</i></p> <p>2.50 – 3.10: break</p> <p>3.10: Risk Management in Higher Education – Do We Need it?; <i>Raanan Y</i></p>	<p>2.00: Mastering performance through quality and networking: the example of French social and medical establishments; <i>Bertezene S., Martin J.</i></p> <p>2.25: Risk management and performance measurement: excellent experiences in Italian health care institutions; <i>Bifulco F., Brognieri W.</i></p> <p>2.50: Achieving quality in a government hospital: Departmental responsibility; <i>Haron Y.</i></p> <p>2.50 – 3.10: break</p> <p>3.10: Creative integration of different aspects on quality; <i>Kiauta M., Simčić B.</i></p>	<p>2.00: Efficiency in the Italian Public Administration: evidence from Municipalities; <i>Bettinelli C., Marino M.</i></p> <p>2.25: Australian Local Government and Quality: Motivations and Challenges; <i>Brown A., Susomrith P.</i></p> <p>2.50: Linking citizens' ratings to services quality improvements: an empirical analysis and some potential solutions; <i>Cassia F., Magno F.</i></p> <p>2.50 – 3.10: break</p> <p>3.10: City Logistic: models, applications and trends; <i>Esposito B., Scalesse F. Bruni R.</i></p> <p>3.35: The Local Government of Public Services; <i>Fortunato A.</i></p>	<p>2.00: Information Quality and Data Collection Methodologies in Tourism Management; <i>Cobelli N., Simeoni F.</i></p> <p>2.25: The Development of a Venue Evaluation Tool (VET) for Tourist Attractions; <i>Douglas A., Muir L., Davies J.</i></p> <p>2.50: Heritage Tourism: linking Quality of Experience to Training and Coaching; <i>Drummond S., Cano M., Kourouklis A.</i></p> <p>2.50 – 3.10: break</p> <p>3.10: High quality in agrotourism services for sustainable competitive advantage; <i>Gallucci C., Marino V., Mainolfi G.</i></p>

<p>3.35: Quality Management Systems in university education processes; <i>Ruggieri A., Silvestri C.</i></p> <p>4.00: Organisational culture, job satisfaction and higher education service quality: The case of Technological Educational Institute of Larissa; <i>Trivellas P., Dargenidou D.</i></p> <p>4.25: Perceptions of service quality in rural leisure SMEs; <i>Moyes D.</i></p> <p>4.50: Banking services for “outside” customers; <i>Rosciano M., Starita M.G.</i></p>	<p>3.35: Perceived doctor-patient relation quality and reputation building in dental sector; <i>Mazzei A., Russo V., Crescentini A.</i></p> <p>4.00: Evaluation of effectiveness of two selected regional clinical pathways; <i>Ora-Hyytiäinen E., Backman R., Virtanen H.</i></p> <p>4.25: The role of the customer satisfaction data for the improvement of health service quality and organisational reputation; <i>Russo V., Mazzei A., Olivero N., Castelli L.</i></p>	<p>4.00: Productivity at the SUMA tax offices; <i>Fuentes R.</i></p> <p>4.25: Evaluating citizens’ satisfaction about public online services: The questionnaire reliability and validation; <i>Guglielmetti R., Musella F., Renzi M.F., Vicard P.</i></p> <p>4.50: Evaluating citizen satisfaction with public online services: a methodological approach; <i>Renzi M.F., Cappelli L., Mattia G. and Merli R.</i></p>	<p>3.35: Museums as Knowledge – Creating Systems: how new technologies can improve quality; <i>Livi E.</i></p> <p>4.00: Product variety and brand portfolios strategies in the hotel business; <i>Mauri A.G.</i></p> <p>4.25: Customer satisfaction surveys in the hospitality industry: a comparison of international hotel chains questionnaires; <i>Minazzi R</i></p> <p>4.50: The museum system and local government for the development of the area: <i>Perano M., Pennafina F.</i></p>
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8.30 – 12.00: Gala Dinner: Museo Nazionale del Bargello, Via del Proconsolo, 4, Firenze
www.firenzemusei.it/bargello

Friday 5 September

Session 1: Health Care, Banking 9 – 11 AM, room: 0.01 Chair: C. Simoni	Session 2: Local Government 9 – 11 AM, room: 0.13 Chair: M. Faraoni	Session 3: Tourism, Theory 9 – 11 AM, room: 0.07 Chair: M. Cano	Session 4: Theory 9 – 11 AM, room: 0.04 Chair: J. Dahlgaard
<p>9.00: Quality Communication in Health Service: The Stroke Process Case; <i>Ugolini M.</i></p> <p>9.25: Interior Design and Listening to Customers: The Experience of the Cooperative Credit Banks in the Veneto Region; <i>Bonfanti A.</i></p> <p>9.55: Beyond retention in banking services; <i>Cavallone M.</i></p> <p>10.20: The strategic role of local banks’ networks for quality standards of corporate banking services for SMEs; <i>Modina M., Polese F.</i></p> <p>10.45 – 11.05: break</p>	<p>9.00: Urban blogs as a strategic instrument in the local development and in the governance of urban area; <i>Miglietta A., Pessione M., Zoragniotti A.</i></p> <p>9.25: Assessing service quality in a municipality: a study based on the perceptions of citizens and frontline employees; <i>Moura e Sa P., Sintra O.</i></p> <p>9.55: Public policies and corporate strategies for successful models in waste management; <i>Paci A., Becagli C.</i></p> <p>10.20: The environment, history & culture as pillars of the quality of a tourism service: the case of Campanopolis; <i>Junquera B., Del Brío J.A.</i></p> <p>10.45 – 11.05: break</p>	<p>9.00: Major sports events and host economy qualitative development; <i>Radicchi E.</i></p> <p>9.25: Wine clubs as a marketing tool for segmenting customers, building winery loyalty and image: some empirical evidence; <i>Santini C., Faraoni M., Zampi V.</i></p> <p>9.55: The strategic role of sustainability report for the municipal multi-services enterprises; <i>Vaccari V., Valvassori A.</i></p> <p>10.20: Building a high performance service organisation; <i>Cocks G.</i></p> <p>10.45 – 11.05: break</p>	<p>9.00: The application of quality function deployment in service quality management; <i>Andronikidis A., Georgiou A.C., Gotzamani K., Kamvisi K.</i></p> <p>9.25: Risk management with credit derivatives; <i>Bogojevic Arsic V.</i></p> <p>9.55: The time-space dynamics of foreign trade: internationalization maps; <i>Bresciani S., Cugno M.</i></p> <p>10.20: The total Quality approach in Italian PMI, Public Administration and Sanitary systems: literature, instruments and inquiries; <i>Casadio C.</i></p> <p>10.45 – 11.05: break</p>

Keynote speaker:

11.05 – 12.00: Dr Stefano Nardini; *Looking for quality in smoking cessation services in Italy*

12.00 – 2.00: Lunch

Session 1: Banking 2 – 4 PM, room: 0.01 Chair: C. Baccarani	Session 2: Local Government 2 – 4 PM, room: 0.13 Chair: J. Martin	Session 3: Theory 2 – 4 PM, room: 0.07 Chair: A. Brown	Session 4: Theory 2 - 4 AM, room: 0.04 Chair: E. Baldantoni
<p>2.00: Impact of interrelationships between key stakeholders of organic farming on growth and development of organic food market - Case study of England; <i>Khanfer A. M</i></p> <p>2.25: Applying idea generation method in service organization; <i>Obradovic J., Marinkovic S., Bogavac M.</i></p> <p>3.00: A tool for managing information to improve services: probabilistic expert systems; <i>Renzi M.F., Vicard P., Guglielmetti R., Musella F.</i></p>	<p>2.00: Local administrative services to reduce barriers to entrepreneurship and entrepreneurial activities: Understanding the reasons behind the differences in user satisfaction; <i>Romiti A., Cristina Santini C., Simoni C.</i></p> <p>2.25: Public E-Procurement service in Serbia; <i>page 407 Starčević D., Simić D., Štavljanin V., Minović M., Milovanović M., Bogićević M.</i></p> <p>3.00: Corporate dimension and quality performance: an empirical analysis from the gas distribution sector in Italy; <i>Testa F., Vigolo V.</i></p> <p>3.25: Identification of processes – critical review of different approaches; <i>Simeunović B., Tomašević I., Radović M.</i></p>	<p>2.00: Real Service Quality: examining the links between value adding and service quality, and the implications for service improvement; <i>Longbottom D., Hilton J.</i></p> <p>2.25: Developing quality in new communication strategy: the 7C model; <i>Manzoni A., Marino A.</i></p> <p>3.00: Developing an Integrated Business Excellence System and proposing its implementation as the Hellenic National Business Excellence Award <i>Mavroidis V.</i></p> <p>3.25: Application of Dynamic Systems Theory in the evaluation of an Integrated Business Excellence System; <i>Mavroidis V.</i></p>	<p>2.00: Espinosa R., Gonzalez F.: Evolution from TQM to organizational competitiveness: the case of the 2008 Mexico Quality Award Model; <i>Espinosa R., Gonzalez F.</i></p> <p>2.25: Supply chain and quality management; <i>Galetto F.</i></p> <p>3.00: Managing sustainable business and technology development; <i>Levi-Jakšić M.</i></p> <p>3.25: Performance of Industrial Service SMEs: A Conceptual Framework and Diagnostic System; <i>St-Pierre J., Louis Raymond L., Zouiten S., Menvielle W.</i></p>

4.00 – 4.15: Closing of Conference

The proceedings will be available on line at the following address: www.fupress.com/