13th Toulon-Verona Conference
“Excellence in Services”

2 – 4 September 2010

CONFERENCE PROGRAMME

University of Coimbra - Portugal
Thursday 2

12.30 - 2.00 p.m. Registration & Welcome Coffee
2.15 - 3.45 p.m. Opening Plenary session

Conference Opening and Welcome address:
Chair: Rector of University of Coimbra
Prof. Claudio Baccarani, Verona University
Prof. Jacques Martin, Toulon University
Prof. José Reis (Dean of Faculty of Economics, University of Coimbra)

Keynote Speaker: Dr Tito Conti
Chair: Prof. Claudio Baccarani

4.00 - 5.00 p.m. Parallel sessions
5.30 - 7.00 p.m. Visit of the University

Friday 3

9.30 - 11.30 a.m. Parallel sessions
11.30 – 12.00 a.m. Coffee break
12.00 - 1.00 p.m. Keynote Speaker: Prof. Pedro Saraiva
Chair: Patrícia Moura e Sá

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 – 6.00 p.m. Parallel sessions
8.00 p.m. Gala Dinner

Saturday 4

10.00 - 11.30 a.m. Parallel sessions
11.30 - 12.00 a.m. Coffee break
12.00 - 12.30 p.m. Closing session

Parallel sessions will take place in the following lecture halls: 2.1 (A), 2.2 (B), 2.3 (C), 2.4 (D)
Thursday 2 September – afternoon

2.15 – 3.45 PM

Opening Session

Keynote Speaker: Dr Tito Conti
Chair: Prof. Claudio Baccarani

4.00 p.m. - 5.00 p.m.

Enhancing Quality in Higher Education, Chairperson: Ramos Pires, Portugal

Martis, Ramiro; Alonso, Javier; Catálan, Carlos; Fuentes, Ramón; Suárez, Alberto
Prediction of the student success rate by means of quality teaching survey variables: applying a multivariate adaptive regression splines (MARS) models.

Mano, Margarida; Lourenço, Rodrigo
Key performance indicators in higher education institutions: Average time of completion a degree

Nigro Claudio; Inannuzzi Eurica
An evaluation system of the performance in an Italian University: Case study – University of Foggia

Organizational Development, Chairperson: Jacques Martin, France

Ljungblom, Mia; Hallencreutz, Jacob; Isaksson, Raine
Knowledge management challenges

Miyashita, Fumiyoshi; Matsui, Yoshimasa; Izu, Tsutomu
Effect of Gemba-power and core-competence on activation of firm

Aiello, Gaetano; Donvito, Raffaele; Ranfagni, Silvia
Relationships in Creative Networks: a comparison between Florence and Paris
Tourism and Leisure, Chairperson: Michele Cano, Scotland

Cobelli, Nicola; Simeoni, Francesca; Ugolini, Marta; Vigolo, Vania
The economic impact of nautical tourism:
An Italian experience on Lake Garda

Fortunato, Anna
The improvement of the museum heritage and its use as a tourist resource

La Rosa, Salvatore; Sanfilippo, Graziella
Tourism, Cultural Heritage and Transports: levers of competitiveness for achieving an effective exploitation of the territory

Quality and Strategy, Chairperson: Amnon Caspi, Israel

Fernandes, António; Felgueira, Teresa; Lourenço, Luís
Quality, Entrepreneurial Orientation and Performance: an exploratory study

Khattak, M. Sajid; Ali, Amanat
Moderating Effects of Communication Direction on Job Satisfaction and Job Performance:
A Factorial ANOVA Technique

Pinto de Sá, Ana; Moura e Sá, Patrícia
Job characteristics and their implications on the behaviours and satisfaction levels of call center employees: a study on a large telecommunications company
Friday 3 September – morning

9.30 am – 11.30 am

**Enhancing Quality in Higher Education**, chairperson: Alberto Suarez, Spain

- **Barone, Stefano; Lo Franco, Eva**
  Statistical properties of a new student satisfaction index

- **Williams, Bill; Carvalho, Isabel**
  Using a peer and self observation approach to facilitate the adoption of active learning

- **Przybył, Dariusz; Grudzień, Łukasz**
  Preincubation and incubation – services aiding students’ development

- **Drakulic, Mirjana; Žarkić-Joksimović, Nevenka; Jovanović, Svetlana; Drakulić, Ratimir**
  New methods of professional training for employees in education

- **Przybył, Dariusz; Grudzień, Łukasz**
  Student entrepreneurship: the influence of the education system on the entrepreneurship of university graduates

**Integrated Systems and Excellence Models**, Chairperson: Marta Ugolini, Italy

- **Abrahamsson, Sten; Hansson, Jonas; Isaksson, Raine**
  Integrated Management Systems – advantages, problems and possibilities

- **Domingues, J.T.P.; Sampaio, P.; Arezes, P.M.**
  Management systems integration: A synergistic approach

- **Farzandi, Gholamhossein; Salaki, Mohammad Reza; Saffarinejad, Meisam**
  A Successful Implementation of the Strategy-Focused Excellence in DarouPakhsh Holding (DPH) by Combination of EFQM and BSC

- **Teixeira, Sofia; Sampaio, Paulo**
  An analysis of food safety management systems certification: the Portuguese case

- **Sampaio, Paulo; Saraiva, Pedro**
  A worldwide analysis of quality and environmental management systems certification
Customer Relationships, Chairperson: Walter Tucker, USA

Angelini, Antonella
Create value by the interaction between company and customer

Barone, Stefano; Lombardo, Alberto; Tarantino, Pietro
Estimation of attribute importance by choice time in a ranking task

Kern, Christian; Klute, Sandra; Refflinghaus, Robert
An approach for adapting Kano’s theory to consider the weighted degree of requirements’ performance

Brunetti, Federico
On the effects of the consumer/sovereign ideology

Public Administration and Services, Chairperson: Alberto Marino, Italy

Cassia, Fabio; Magno, Francesco
Distances in public administrators’ and elected officials’ perspectives on services quality: exploring the implications for citizens’ role in quality improvement processes

Danovi, Alessandro; Karletsos, Dimitris
Alliances and Groupings in the Local Public Transportation Sector: A Preliminary Survey of Strategic Motivations

Antunes, Glória; Pires, António; Machado, Virgílio
Quality and safety systems as perceived by managers: A case study in Institutions for Elderly

Menozzi, Anna; Erbetta, Fabrizio; Fraquelli, Giovanni
Board compensation in the Italian public utilities

Telo, Teresa; Moura e Sá, Patrícia
A proposal for self-assessment of a water utility based on the EFQM model: The case of AC, Águas de Coimbra

12.00 – 1.00 pm

Keynote Speaker: Prof. Pedro Saraiva
Chair: Patrícia Moura e Sá
Friday 3 September – afternoon
2.15 - 3.45 p.m.

Enhancing Quality in Higher Education, Chairperson: Margarida Saraiva, Portugal

*Bugandwa, Deogratias; Lowe, Robert Leslie*
A content analysis of European universities’ mission statements

*Ciasullo, Maria V.; Monetta, Giuli*
Value Creation of formative offer: implications for university governance in Italy

*La Rosa, Salvatore; Lo Franco, Eva*
Human relationships in the academic environment: Empirical evidences from an Italian university

*Montenegro, Irene; Morais, Natércia; Santos, Isabel; Fernandes, José; Santos, Sérgio; Dias, Graciete*
Quality culture and quality assessment in higher education: the experience of University of Minho

Methodological approaches for services excellence, Chairperson: Paulo Sampaio, Portugal

*De Noni, Ivan; Ganzaroli, Andrea; Orsi, Luigi*
Six Sigma Methodologies in Statistical Control Application to Improve Production Performance and Quality in the Pharmaceutical Industry

*Golinelli, Gaetano; Barile, Sergio; Spohrer, Jim; Bassano, Clara*
The evolving dynamics of service co-creation in a viable systems perspective

*Marinkovic, Sanja; Jaksic, Maja Levi; Kojic, Jovana*
Cooperative model of new service development: the case of teletext in Serbia

*Raanan, Yossi*
Risk management in SMEs – new approach and new tools
### Quality in Healthcare, Chairperson: Raine Isaksson, Sweden

**Mostafavi, Seyed; Salek, Sam; Walker, Stuart**  
An Evaluation of the Quality of Regulatory Review Process for Marketing Pharmaceutical Products in Iran and Its Impact on Patient’s Access to Medicines

**Baldantoni, E.; Allegreti, MG.; Bareli, P.; Flor, L.; Franceschini, C.; Torri, E.**  
Trying to bridge the gap between theory and practice and make safety recommendations work effectively

**Vital, Fernanda; Gonçalves, Miguel; Lourenço, Luís**  
Quality and satisfaction in healthcare services

**Mercurio, Riccardo; Martinez, Marcello; Galdiero, Caterina; Cerbo, Marina**  
Organization, governance and managerial control of public and private: the analysis of organizational mechanism maturity

**Cano, Michele; Kourouklis, Athanassios; Drummond, Siobhan; Shanna, Tendai**  
Study into the use of lean in UK National Health Trusts

### Public Administration and Services, Chairperson: Yossi Raanan, Israel

**Fortunato, Anna**  
Social policies for immigrants: between territorial differentiations and to welfare local

**Moura e Sá Patrícia; Lemos, José**  
Customers’ and frontline employees’ views of service quality: a study applied to a railway line

**Cavallone, Mauro**  
Early findings of the theories of co-design in the public sector: the Gorle case

**Silva, Marisa; Mano, Margarida; Saraiva, Pedro**  
Creativity management in the public sector
Friday 3 September – afternoon
4.15 – 6.00 p.m.

**Enhancing Quality in Higher Education, Chairperson: Federico Brunetti, Italy**

- **Joksimovic, Nevenka Zarkic; Vesovic, Mirjana; Joksimovic, Iva**
  Valuing University as a Brand

- **Ramos Pires, António**
  Quality management system in a Portuguese Higher Polytechnic Institute: difficulties and potentialities

- **Jeremić, Veljko; Išljamović, Sonja; Petrović, Nataša**
  A one concept for measuring results of environmental education for sustainability: ecological footprint

- **Saraiva, Pedro; Lourenço, Luís; Louro, Ana Isabel**
  Quality assessment in higher education institutions

- **Invernizzi, Emanuele; Romenti, Stefania; Biraghi, Silvia**
  Accreditation and quality: An evaluation model for PR and communication degree courses in Italy

**Logistics, Chairperson: Jacques Martin, France**

- **Coster, Mathias; Isaksson, Raine**
  Identifying critical innovations in supply networks using system models: the case of wind power on Gotland

- **Lombardo, Alberto; Burrano, Rossella**
  Container positioning strategies for managing the terminal storage areas

- **Shahidan, Malihe; Netadj, Mehrzad**
  Global supply chain management and innovation

- **Mathis, Jonas; Refflinghaus, Robert; Strothotte, Daniel**
  Increasing the flexibility of manual picking by using adjustable inspection strategies

- **Isaksson, Raine; Cöster, Mathias**
  Improving Supply Networks – identifying drivers for sustainable change using process models

- **Marino, Alberto**
  The trade marketing boxes: A new perspective in the distribution services industry
Tourism and Leisure, Chairperson: Lucca Carrubbo, Italy

Álvarez-Suárez, Alberto; Fuentes, Ramón
Travel Agencies in Alicante, Spain: a productivity analysis

Pencarelli, Tonino; Splendiani, Simone
Marketing museum networks: theoretical considerations and empirical evidence

Fuentes, Ramón
Productivity of Travel Agencies in Alicante, Spain: additional results.

Drummond, Siobhan; Cano, Michelle
Quality and the Volunteer Experience: HERITAGE Training in Tourism

Guercini, Simone; Runfola, Andrea; Rosati, Massimo
Electronic channels for small sized hotel businesses: some insights from the Italian case

Methodological approaches for service excellence, Chairperson: Patrícia Moura e Sá, Portugal

Lagrosen, Yvonne; Lagrosen, Stefan
Examining service quality dimensions in fitness centres

Tomašević, Ivan; Stojanović, Dragana; Simeunović, Barbara; Radović, Milić
BPM and ISO: friends or foes?

Baccarani, Claudio; Ugolini, Marta; Bonfanti, Angelo
A conceptual service quality map: The value of a wide opened perspective
Saturday 4 September – morning
10.00 – 11.30 p.m.

Enhancing Quality in Higher Education, Chairperson: Margarida Mano, Portugal

Lahidji, Bob; Tucker, Walter
Lean Thinking in Higher Education: Using the Push-Pull Model for Online Graduate Courses Serving Mid-Career Professionals

Nogueiro, Teresa; Saraiva, Margarida
Quality in academic services of the University of Évora: the implementation of the common assessment framework tool

Petrović, Nataša; Andrijašević, Dušan
Curriculum development for higher environmental education in un decade of education for sustainable development

Aquilani, Barbara; Lovari, Alessandro
University communication mix and the role of social network sites: Is direct presence of the college really desired by students?

Excellence in Banking, Chairperson: Francesca Magno, Italy

Modina, Michele; Quintiliani, Andrea
Banking services and the role of banks’ network

Dos Santos, Gil Gomes; Reiner, Gerald
Impact of environmental management orientation on service quality in financial service sector

Espinosa, Rafael
Evolution from rigid maps to critical reflexive mirrors in management models
Tourism and Leisure, Chairperson: Glória Antunes, Portugal

Castellani, Paola; Rossato, Chiara; Ciarmela, Laura
From industrial museums to cultural industry. An empirical exploration of how this heritage is being safeguarded by the members of Museimpresa Carrubo, Lucca
Service science, management, engineering and design and its suggestions for destination management

Passione, Matteo; Cassia, Fabio
Web Communities as instruments to improve museum services and communication activities

Pilotti, Luciano; Tedeschi-Toschi, Alessandra; Apa, Roberta
Which quality for system competitiveness? The “long-tail” touristic service case

Quality in Healthcare, Chairperson: Chiara Rossato, Italy

Baldantoni, E.; Allegreti, MG.; Bareli, P.; Flor, L.; Franceschini, C.; Torri, E.
Patient’s continuity of care and liaison nurse: two for the road

Bertezene, Sandra; Martin, Jacques
Quality and non-quality in the health sector

Esposito, Annamaria
Web-Communication in healthcare. A comparison between an Italian and a U.S. experience: A preliminary study

Simčič, Biserka; Poldrugovac, Mircha
The role of the ministry of health in developing healthcare quality

Oliveira, Teresa Carla; Diogo, Sara
Economic and social efficiency in Health Service Provision: Can One Square the Circle?

12.00 – 12.30 pm

Closing session