Excellence in Services
22\textsuperscript{nd} International Conference

Conference Programme

August 29 and 30, 2019
Perrotis College, Thessaloniki, Greece
**Thursday 29 August**

9.30 - 10.00 am  Registration & Welcome Coffee

10.00 - 11.30 am  **Opening Plenary session**  
**Conference Opening and Welcome address:**  
Eva Varelas Kanellis, Perrotis College  
Federico Brunetti, Jacques Martin,  
**Keynote Speaker:**  Professor Jacob K. Eskildsen, Aarhus BSS, Denmark  
*Exploration Versus Exploitation: how performance can be improved and sustained*  
Chair: Alex Douglas

11.30 am - 1.00 pm  **Parallel sessions**

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<th>Session 1, ROOM 1, Higher Education, Chair: Yossi Raanan</th>
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<td>Cavallone M., Manna R., Ciasullo M.V., Palumbo R.: A dualistic interpretation of value in higher education: Comparing the students’ and academics’ perspectives</td>
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<td>Padro F., Chang H., Green J.H., Trimmer K.: TQM’s presence within legal systems: Example of impact on higher education</td>
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<td>Manna R., Palumbo R., Cavallone M.: Putting higher education services’ quality at work: The employability of Italian doctors of philosophy</td>
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<th>Session 2, ROOM 2, Culture, Chair: Maria Vicenza Ciasullo</th>
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<td>Barrata R., Cassia F., Simeoni F., Vigolo V., Ugolini M.: The impact of cultural events. A focus on professionals’ perceptions</td>
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<td>Castellani P., Conti E., Rossato C., Vesci M.: Applying the “servicescape theory” to the museums: first evidence from Italy</td>
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<td>Esposito A., Fisichella C.: Sustainability in Museums practices: Evidences from Italian perspective</td>
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<th>Session 3, ROOM 3, Banking – Consumer Behaviour, Chair: Antigoni Papadimitriou</th>
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<td>Singh J., Singh G., Kumar S., Srivastava H.S.: Religious influences on Unrestrained Consumption</td>
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<td>Strivastava H.S., Singh G., Rajan D.: Power matters: A study on Influence of Power Distance on Customer’s Response to Service failure</td>
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<th>Session 4, ROOM 4, Logistics, Theoretical &amp; Org. Approaches, Chair: Michele Cano</th>
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<td>Chiarini A., Kumar M.: Industry 4.0 and environmental sustainability: an empirical research</td>
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inside a logistics company.

Gianni M., Gotzamani K.: Extrovert integrated management systems

Kern C., Refflinghaus R., Trotsmann T., Wenzel S., Wittine N., Herrlich F.: Concept for selecting and integrating traceability systems in the continuous improvement process of SMEs

1.00 - 2.00 pm       Lunch

2.00 - 4.00 pm       **Parallel sessions**

### Session 1, ROOM 1, Tourism, Chair: Alfonso Vargas

Bolici F., Acciarini C., Marchegiani L., Pirolo L.: Blockchain acceptance and adoption in the tourism industry

Vigolo V., Bonfanti A., Sallaku R., Baratta R.: Creating memorable service experiences to hotel senior guests

Simeoni F., De Crecenzo V.: The walking tourism: opportunities and threats for the sustainable development. The case of the Va' Sentiero project

Dalakis A., Yfantidou G., Costa G., Tzetzis G.: Marital status as a key factor in the choice of vacation type and outdoor recreation sport chosen by tourists in East Macedonia and Thrace in Greece

### Session 2, ROOM 2, Health services, Banking, Chair: Marta Ugolini

Barsanti S., Bunea A.M., Colombini G., Pardini E.: Efficiency and quality in services: Empirical results from Data Envelopment Analysis in nursing homes in Italy

Cobelli N., Chiarini A.: Can value co-creation in SMEs be obtained through mHealth service digitalization?

Coletta L., Murante A.M., Nuti S.: The continuous collection of user experience for timely addressing critical factors of the hospital journey

Formisano V., Sanguigni V., Moretta Tartaglione A., Fedele M., Cavacece Y.: Evaluating the quality of banking services for SMEs internationalization: A study in Italy.

### Session 3, ROOM 3, Theoretical & Org. Approaches: Stan Karapetrovic


Isaksson R., Buregyeya A.: Describing building sustainability innovation potential – Block making in Tanzania and Uganda

and Cafés’ success factors and barriers: A UK study

Kelpetsidou K., Liouta V., Martsiou K., Papadimitriou A.: Application of the GAP model of service quality: An empirical case from Greece

**Session 4, ROOM 4, Customer/Consumer Behaviour, Chair: Mauro Cavallone**

De Luca M., Campo R., Trio O., Reinoso Carvalho F.: Effects of packaging in quality perception of a dietetic food product

Magno F., Cassia F.: Domestic vs. foreign consumer attitudes toward global retail brands: The case of Starbucks in the US and in Italy

Bizjan A., Jovanovic J., Kiauta M., Rahelic I.: Empowering internal customers by developing their engagement – The case of CCE Ltd

Singh G., Srivastava H.S., Kumar B.: Exploring the role of ethical decision making in environment friendly consumption: A choice of transportation medium context

**4.00 - 4.30 pm** Coffee break

**4.30 - 6.00 pm** **Parallel sessions**

**Session 1, ROOM 1, Theoretical & Org. Approaches: Andrea Chiarini**

Ortiz M.B., Karapetrovic S.: Examples of Electronic ISO 10000 Integrative Augmentation

Styger L., Edwards M., Chiang K., Richardson L.: A longitudinal study of the innovation readiness within the Australian Supply Base – An identification of vulnerability in cross-sectoral, cross-regional organizations

**Session 2, ROOM 2, Higher Education – Public Services, Chair: Patricia Moura E Sa**

Kirschner M., Raanan Y.: Enhancing sustainability through education, starting at the bottom

Psomas E., Keramida T., Bouranta N., Koemtzi M.: Investigating the quality of services of the Greek Citizen’s Service Centers

Sabbagh P.: The public value of E-Government: A blockchain-based approach

**Session 3, ROOM 3, Theoretical & Org. Approaches, Chair: Alex Douglas**

Gabbianelli L., Pencarelli T.: Management consulting firms and marketing: An empirical analysis

Bruce D., Cano M., Viza E.: Utilizing SERVQUAL to measure service quality of employer from employee perspective – Are current SERVQUAL dimensions applicable to the emergency services?
Martin J., Baccarani C., Brunetti F.: «Imagine...»: Climate change and management

6.00 – 7.00 pm       Greek Wines: Presentation and Tasting

8.30 p.m.    Gala Dinner at “Christopher Seafood Restaurant”, Leof. Meg. Alexandrou 12, Thessaloniki

21th EISIC awards and TQM Journal awards

Friday 30 August

9.00 - 10.30 am       Parallel sessions

**Session 1, ROOM 1, Theoretical Approaches, Health Services, Chair: Federico Brunetti**

Papadimitriou A., Frangakis C.: Develop solutions to reduce isolation and related stress of entrepreneurship for female entrepreneurs in Baltimore’s creative industries: A data-based approach

Hoeborn G., Hoeborn G., Heinich P.: Development of the creative model UG VOSS to implement a successful change management

Vallat D., Bertezen S., Martin J.: questioning the validity of the knowledge produced in management sciences: The case of the elaboration of a digital strategy in the sanitary, social and medico-social sector

**Session 2, ROOM 2, Tourism, Public Services: Fabio Cassia**

Ciasullo M.V., Montera R., Palumbo R.: Online content responsiveness: An exploratory empirical study on strategies for managing UGC in Italian hotels

Elizondo Slatos A., Vargas Sanchez A.: Smart tourism and social networks: State of the art

Moura E Sa P., Frade C., Jesus F., Lopes M., Maneca T., Raposo V.: Collaborative design in public services: A problem reframing case

**Session 3, ROOM 3, Methodological Approaches, Chair: Raine Isaksson**

Styger L., Edwards M., Chiang K., Richardson L.: Proactive engagement and riding the Double Death Valley Curves of the innovation cycle in highly regulated sectors

Srivastava H.S., Singh G.: Transfer of trust in relational embedded network of franchise and franchisor: An attachment theory perspective

Polese F., Troisi O., Grimaldi M., Romeo E.: A big data oriented approach to decision-making: A systematic literature review
10.30 - 11.00 am  Coffee break

11.00 am - 12.15 pm  Discussion forum on Industry 4.0
   Chairs: Andrea Chiarini and Alex Douglas

12.30 - 1.30 pm  Keynote speaker: Professor Fothis Vouzas, University of Macedonia, Greece: Human Resources utilization and Quality Improvement in services

1.30 - 1.45 pm  Closing of Conference