



The logo for the Toulon-Verona Conference is an oval shape. At the top, it says "TOULON-VERONA CONFERENCE" in a curved path. Below this, it says "Annual International Meeting". In the center, there are two logos: on the left, the logo for "UNIVERSITÉ SUD" with a blue square and white lines; on the right, the logo for "UNIVERSITÀ DEGLI STUDI DI VERONA" with a red and white circular emblem. Below the logos, it says "A think-tank on". At the bottom of the oval, it says "EXCELLENCE IN SERVICES" in a curved path.

**10th TOULON – VERONA
CONFERENCE**

*Aristotle University
Department of Economics*

QUALITY IN SERVICES

HIGHER EDUCATION; HEALTH CARE;

LOCAL GOVERNMENT; TOURISM; LOGISTICS

Thessaloniki - Greece, 3-4 September 2007

PROGRAMME



Keynote speakers

E.S.Savas, Baruch
College/CUNY, New York,
USA

Don Westerheijden,
CHEPS/University of
Twente, The Netherlands

Jens J. Dahlgaard,
University of Linköping,
Sweden

Monday September 3 rd	Higher Education	Health Care	Local Government	Tourism
9.00-10.00	Registration			
10.00-10.15	Welcome and Opening of Conference			
10.15 – 12.30	<p>Plenary Session: Building Philosophy, ID 01A, room 211 10.15 – 11: Prof. J.J. Dahlgaard; Dreaming excellence 11 – 11.45: Prof. D. Westerheijden; Higher Education excellence 11.45 – 12.30: Prof. E.S. Savas; Excellence in local government services</p>			
12.30-14.00	LUNCH			
	Chair: A. Caspi Room: ID 01A, 211	Chair: J. Martin Room: ID 04, 212	Chair: J. Raanan Room: ID 04, Konstantopoulos	Chair: Ch. Spathis Room: ID 04, 108
14.00 – 15.40	<p>2.00: A low success expectation leads to breakdown and withdrawal from university; <i>Fernandez J.E., Fernandez S., Alvarez A.</i></p> <p>2.25: Application of e-learning at faculty of organizational sciences: <i>Nikodijević A., Anđelković J.</i></p> <p>2. 50: Are traditional learning quality factors still appreciated in e-learning?: <i>Karampotsios Ch.</i></p> <p>3.15: Differing organisational cultures in 'traditional' and 'new' UK universities: <i>Kok S.K., Douglas A., McClelland B., Bryde D.</i></p>	<p>2.00: About errors in medicine: <i>Baccarani C., Castellani P.</i></p> <p>2.25: Active surveillance of surgical wound infections: a multilevel prevention and control approach: <i>Baldantoni E., Allegretti M.G., Barelli P., Bergamo A., Dallapè P., Mon E., Monterosso M., Scillieri M., Tomasi D.</i></p> <p>2.50: Assessing the progress of quality initiatives in hospitals through clinical governance climate: An explorative research in Greece: <i>Karassavidou E., Glaveli N., Zafiroopoulos K., Kipenis N.</i></p> <p>3.15: Determinants of quality of a children surgery academia course – a causal research approach: <i>Altsitsiadis E., Altsitsiadis A., Gryllou E., Triarides K., Zavitsanakis A.</i></p>	<p>2.00: Center of excellence – leader of changes in local self-government: <i>Drakulić M., Drakulić R., Zarkić-Joksimović N., Filipović V.</i></p> <p>2.25: Information technology acceptance of Greek governmental taxation systems: <i>Floropoulos J., Spathis Ch., Halvatzis D., Tsipouridou M.</i></p> <p>2.50: Informatization of public administration and citizen satisfaction: the case of soveria manelli: <i>Ferrari S. Veltri A.R., Rocca M.V.</i></p> <p>3.15 : Initiation of municipal bond market in financing local government in Serbia: <i>Barjaktarovic Rakocevic S.</i></p>	<p>2.00: A qualitative study of tourist situation involvement model: <i>Fei Y.M., Joe Lin C., Yang C-C., Li Y-S, Tseng S-W.</i></p> <p>2.25: Cross cultural communication in the tourism & leisure sector: <i>Cavallone M.</i></p> <p>2.50: How difficult it is to become a system! Tourism in Verona between inter-organizational cooperation and stand alone competition: <i>Brunetti F., Ugolini M.</i></p> <p>3.15: Quality food for quality tourism: a push toward territorial and international development: <i>Persico S.</i></p>
15.40 – 15.55	break			
	Higher Education Chair: E. Petridou	Health Care Chair: N. Karassavidou	Local Government Chair: X. Papadopoulos	Tourism Chair: L. Tsakiri
15.55 – 17.15	3.55: Higher education's roles in the 3 rd millennium: are we equipped to	3.55: Evaluating the results and effects of long-term development of	3.55: Integrated municipal solid waste management policy: problems,	3.55: The connection between ethics and quality and the reflection in

	<p>perform them?: <i>Raanan J.</i></p> <p>4.20: Higher education supporting and stimulating the process of new business creation: the Babson college case: <i>Petretto L.</i></p> <p>4.45: Higher “good” environmental education: <i>Petrović N., Mlićević M.</i></p>	<p>nursing practice: <i>Ora-Hyytiäinen E., Silvennoinen P.</i></p> <p>4.20: Human resources training for quality in health services call centres: <i>Metallo G., Festa G., Chirico S.</i></p> <p>4.45: Improve care. Learn to communicate: a new personnel training model in the wake of user criticism: <i>Tangolo A.E., Furlan M.</i></p>	<p>challenges, opportunities, trends, needs and drawbacks for the Hellenic local governments in the frame of a holistic approach: <i>Malamakis A., Zotos G., Karagiannidis A.</i></p> <p>4.20: Obstacles to implementing citizen surveys in local government: an empirical analysis: <i>Cassia F., Magno F.</i></p> <p>4.45: Quality evaluation of local government websites: the case of a primary education administration website: <i>Vrana V., Zafiropoulos K., Karavasilis I.</i></p>	<p>Greek tourism image: <i>Dalaka M.</i></p> <p>4.20: The tourism industry in the Italian provinces: integrated models analyzing performance and competitiveness of the business-area system: <i>Tardivo G., Cugno M.</i></p> <p>4.45: The Relationship between Service quality and Quality of Experience on Visitor Loyalty in Heritage Visitor Attractions; a longitudinal study: <i>S.Drummond, M. Cano, A. Kourouklis</i></p>
20.00	GALA DINNER			

Tuesday September 4th	Higher education Chair: D. Westerheijden Room: ID 04, 212	Health Care Chair: C. Baccarani Room: ID 04, Konstantopoulos	Local Government, General Chair: E.S. Savas Room: ID 04, 108	
9.00-10.15	<p>9.00: Overview of the popularity of ISO 9000 standards in higher education field in Greece: <i>Papadimitriou A., Kampitsis G., Zolota D., Voulgaretsou E.</i></p> <p>9.25: Quality in services and education: the case of the Italian banking foundation: <i>Miglietta A., Rancati E., Zoragniotti A.</i></p> <p>9.50: Quality of teachers’ professional training and development - response from outside the university system?: <i>Kuzmanoska I., Janevski V.</i></p> <p>10.15: Virtual communities: new approaches and tools to improve the quality of e-learning and the involvement of students: <i>Pessione M</i></p>	<p>9.00: Internal and external quality in health care institutions: <i>Manzoni A., Marino A</i></p> <p>9.25: Internal control, external control and quality : the case of social and medical establishments in France: <i>Bertezene S., Martin J</i></p> <p>9.50: Measurement of quality of health care using marketing approach: <i>Zarkic-Joksimovic N., Filipovic V., Drakulic M.</i></p> <p>10.15: Measuring patient satisfaction using Rasch modelling: a case study of an Italian hospital: <i>Bond T. G., Capelli M., Cappiello G., Carretta E.</i></p>	<p>9.00: Survey of citizen satisfaction in on-line services: <i>Renzi M. F., Guglielmetti R., Merli R.</i></p> <p>9.25: Territorial marketing strategies: evidence from region Calabria: <i>Bifulco F., Marino M.</i></p> <p>9.50: Using importance-performance analysis in evaluating town centre management effectiveness: <i>Napolitano M.R., De Nisco A., Riviezzo A.</i></p> <p>10.15: What city marketing strategies for a better city?: <i>Bassani S., Marino A.</i></p>	
10.15 – 10.30	Coffee break			
Tuesday September 4th	Higher education Chair: A. Papadimitriou Room: ID 04, 212	Health Care Chair: N. Glaveli Room: ID 04, Konstantopoulos	Local Government, General Chair: F. Brunetti Room: ID 04, 108	
10.30-12.30	<p>10.30: Students’ attitudes towards Aristotle University of Thessaloniki: <i>Andreadis I., Chadjipadelis Th.</i></p> <p>10.55: Survey of customer satisfaction in a course of higher education: <i>Renzi M. F., Guglielmetti R., Musella F</i></p> <p>11.20: Total quality management in</p>	<p>10.30: One therapy sheet and computerized physician’s order entry: integration of simple and state of the art technology tools to improve patient safety: <i>Baldantoni E., Allegretti M.G., Barelli P., Bergamo A., Dallapè P., Mon E., Monterosso M., Scillieri M., Tomasi D.</i></p> <p>10.55: Processes of patient</p>	<p>10.30: Applying objectives matrix method for productivity measurement after new technology introduction: <i>Obradovic J., Marinkovic S.</i></p> <p>10.55: Enhancing customer relations through CRM systems: the Ventaglio group case: <i>Angelini A.</i></p> <p>11.20: Logistics issues related to the</p>	

	cross-cultural schools: a case analysis in Greece: <i>Petridou E., Sakellari N.</i> 11.45: The triangular concept of internal market orientation, external market orientation and organizational performance: a proposed integrative study applied to the tourism industry: <i>Avlonitis G.J., Giannopoulos A.A</i>	relationship marketing in the health care sector: <i>Mele R., Storlazzi A., Botti A., Raffaele A., Vesce M.</i> 11.20: Quality improvement measures in social organizations “a study in institutions for elderly”: <i>Antunes G., Pires A., Machado V.</i> 11.45: Teleservices and quality of life: a new health orientation: <i>Cantu’ C., Tzannis A.</i>	collection and pre-treatment of organic substrates for energy production via thermal and biological processes: <i>Iakovou E., Karagiannidis A., Vlachos D., Samaras Z., Malamakis A.</i> 11.45: Migration model of various socio-demographic Romanian categories: <i>Popescu C., Boussier J-M., Ion-Boussier L., Mitu A., Georgescu C., Vlad D.</i>	
12.30- 14.00	Coffee break			
Tuesday September 4th	Higher education, Health Care, General Chair: S. Fernandez Room: ID 04, 212	Health Care Chair: M. Ugolini Room: ID 04, Konstantopoulos	Local Government, General Chair: J. Dahlgaard Room: ID 04, 108	
14.00-16.00	2.00: Service quality assessment in higher education: a comparison of students’ and staff’s attitudes in a Greek higher education institute: <i>Zafiroopoulos K., Fragidis G., Vrana V.</i> 2.25: Strategic innovation management in healthcare institutions: the case of a Greek cardiac surgery center: <i>Fafaliou I., Pontikaki M.E., Kouvatsi N.</i> 2.50: The relationship between organizational behavior, customer satisfaction and total quality for the value creation: an empirical survey: <i>Cerica R.</i> 3.15: Thermal processing of and energy recovery from wastes: some cases of collaborative actions within a higher education institute, aiming at enhancing the quality of the related provided services: <i>Karagiannidis A., Malamakis A.</i>	2.00: The effects of personal attributes and organizational culture on clinician performance: a hierarchical generalized linear model approach: <i>Tsimikas J.V., Cloutier M.M.</i> 2.25: The Social Balance Sheet in Healthcare Organizations: A survey on employees’ well-being: <i>La Rosa S., Lombardo D., Munda I</i> 2.50: Usefulness of audits in health care organizations: <i>Simčić B., Kiauta M.</i>	2.00: Outsourcing and quality in the public sector: <i>Bettinelli C., Marino M., Rapelli R.</i> 2.25: Quality management practices in a civil service context: towards a contingency framework of TQM application: <i>Psychogios A.G.</i> 2.50: Quality of work and job satisfaction: <i>Franco M., Trombetta Monia</i> 3.15: Results of an exploratory study of the ISO 9000:2000 series impact on certified organizations: <i>Gotzamani K., Theodorakioglou Y.</i>	
16.00-17.00	Closing			