



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 Bacarani

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.

A

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

B

Miyashita, Fumiyoshi; Matsui, Yoshimasa; Izui, 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

C

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

D

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

A

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

B

Customer Relationships, Chairperson: Walter Tucker, USA

C

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

D

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

Menozi, 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

A

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

B

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

C

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

D

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

A

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; Burruano, 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

B

Tourism and Leisure, Chairperson: Lucca Carrubo, Italy

C

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

D

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

A

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

B

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

C

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

D

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

Šimčič, 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