



## **15<sup>th</sup> Toulon-Verona Conference “Excellence in Services”**

**3-5 September 2012**

# **CONFERENCE PROGRAMME**



**College of Management – Academic Studies**

**Rishon Lezion - Israel**

## Monday 3 September

12.00 - 2.00 pm Registration & Welcome Coffee

2.00 - 3.30 pm Opening Plenary session

***Conference Opening and Welcome address:***

Prof. Claudio Baccarani, Verona University

Prof. Yoram Eden, Vice-President for Academic Affairs

Prof. Jacques Martin, Toulon University

**Keynote Speaker: Prof. Ron Kenett**, KPA Ltd., Raanana, Israel,  
Univ. of Torino, Italy, Center for Risk Engineering, NYU Poly, New York, USA

Chair: Dr Yossi Raanan

Coffee break

4.00 – 6.00 pm **Parallel sessions**

## Tuesday 4 September

9.00 - 11.00 am **Parallel sessions**

11.00 - 11.30 am Coffee break

11.30 - 1.00 p.m. **Parallel sessions**

1.00 - 2.30 p.m. Lunch

2.30 - 4.00 p.m. **Session**

4.00 – 4.30 p.m. **Closing session**

7.00 p.m. Tour of Jaffa and Gala Dinner

## Wednesday 5 September

**Tour of Israel (optional)**

**Parallel sessions will take place in lecture halls labelled A, B, C**

**Monday 3 September**

**2.00 – 3.30 pm**

**Opening Session**

**Keynote Speaker**

Ron S. Kenett: Do you want to make an impact with quantitative methods? Make sure you generate high InfoQ

Chair: Dr Yossi Raanan

**3.30 – 4.00 pm**

**Coffee break**

**4.00 p.m. – 6.00 pm**

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**Higher Education, Chairperson: Michele Cano**

Adinolfi R., Troisi O.: The quality of a training course: a survey of determinants

Baccarani C., Cavallo T., Rotta A.: Participatory communication, a case study: Fuori Aula Network, University of Verona web-radio

Benkovic S., Rakocevic S.: Implementation of learning methods and techniques in the Serbian university classroom

Cano M., Kouriklis T., Drummond S.: Lean in practice: Lessons for Higher Education Institutes

**Health Care & Public Management, Chairperson: Marta Ugolini**

Bertezene S., Dubrion B., Martin J: Rationalization and institutionalization of work evaluation practices: the case of a public hospital

Shlefer S., Lachman R.: The Effects of Non-work - Work interface on Physicians' Health Care Service.

Cassadio C.: The Total Quality Approach in Public Administration: Surveys in the 244 Municipalities of Bergamo

Fuentes R.: Productivity at SUMA tax offices: a step ahead

### **Theoretical & Methodological Approaches, Chairperson: Claudio Baccarani**

C

Biancone P.P., Mattalia M.: Sponsorship: a service that satisfies different stakeholders

Bonfanti A., Brunetti F., Castellani P.: The last minute market model: an innovative service in a sustainability perspective

Cocks G.: Optimising the pathway for an organizational change management program

Espinosa R., Parada J.: Aligning organizational structure with strategy, through business processes analysis

**Tuesday 4 September**

**9.00 am – 11.00 am**

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### **Higher Education, Chairperson: Yossi Raanan**

A

Alvarez Suarez A., Albanil P., Alonso J., Martis R., Catalan C., Pascual M.A.: Improving the quality of services at the University of Oviedo

Drummond S., Cano M.: Volunteering: Enhancing the quality of the student experience

Hutyra M.: Assessment of University Quality based on EFQM Model Excellence.

Messina S., Santamato V.R.: Higher Education in tourism for a more sustainable and competitive sector in Euro-Mediterranean area.

### **Health Care & Public Management, Chairperson: Jacques Martin**

B

Simcic B., Poldrugovac M.: Accreditation of hospitals in Slovenia: What does it reveal?

Szolysek J., Twaróg S., Wronka M.: Social networks and the situation of blood donation in Poland: a logistics perspective

Magno F., Cassia F.: Public services quality, citizen orientation and austerity programs: an empirical study of trends and evolving practices within Italian municipalities

Sayag G.: The Effectiveness of Internal Auditing in Local Government: An Empirical Examination of its Determinants in Israel

### **Tourism & Theoretical and Methodological Approaches, Chairperson: Ramon Fuentes**

C

Orlandini P., Vallone C., Cechetti R., De Toni A.: Total Quality research of tourism services. Special case: "Albergo Diffuso"

Esposito A.: Marketing communication strategies in low cost, high value service companies

Filberg S.: Benefits of developing corporate social responsibility in Israel

**11.00 – 11.30 am**

**Coffee break**

**11.30 am – 1.00 pm**

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**Public Management & Theoretical and Methodological Approaches, Chairperson: Alberto Alvarez Suarez**

**A**

Testa F., Alizzi A.: Liberalization of local public service in Italy and the need for innovative competences for a new role of the public sector

Frączkiewicz-Wronka A., Szoltysek J., Kotas M.: Key success factors of social services organizations in the public sector

Galetti F.: Six Sigma: help or hoax for Quality?

**Theoretical and Methodological Approaches, Chairperson: Amnon Caspi**

**B**

Lakićević A., Knežević S., Stanković A., Dmitrović V.: Internal control in the function of raising of management quality in banks

Marino A.: The “ITER” of Systemic Marketing: An effective approach for implementing a successful services’ (consumer-)persumer involvement

Menozzi A., Fraquelli G., De Novara J.: Diversity and quality of Board of Directors in Family Firms

**Theoretical & Methodological Approaches, Chairperson: Federico Brunetti**

**C**

Moyes D.: Sustainable advantage for a rural family business; service quality, innovation, relationship capital, and market orientation

Nobolo A., DeToni A.: "La città del gusto e della salute": a new model of business incubator centers in Milan

Shany H., Kaplan O.: Are happy customer service representatives more efficient? The relationship between happiness and work performance among insurance company call center representatives

**1.00 – 2.30 pm**

**Lunch**

**2.30 – 4.30 pm**

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**Theoretical & Methodological Approaches, Chairperson: Graeme Cocks**

Styger L.: An Exploration of Applying Rules Based System Modelling into a Quality Management Framework  
- Extending the Quality Triangle

Szoltyssek J., Fraczkiewicz-Wronka A.: The application of supply chain analysis to the evaluation of the effectiveness of social service organizations

Ugolini M., Cassia F. Vigolo V.: Services branding: is it a matter of gender?

Raanan Y.: An elaborate new paradigm for higher education

**4.30 – 5.00 pm**

**Closing session**

Prof. Claudio Baccarani

Prof. Jacques Martin

Dr Yossi Raanan

**Wednesday 5 September**

Tour of Israel (optional)