



16th Toulon-Verona Conference
“Excellence in Services”

29 – 30 August 2013

CONFERENCE PROGRAMME



Faculty of Administration

University of Ljubljana - Slovenia

Thursday 29 August

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.00 am Opening Plenary session

Conference Opening and Welcome address:

Prof. Claudio Baccarani, Verona University

Prof. Stanka Setnikar-Cankar, Dean

Prof. Jacques Martin, Toulon University

Keynote Speaker: Dr. Alex Douglas, Editor of the TQM Journal, John Moores University, Liverpool, England: "*Quo vadis, qualitas?*"

Chair: Prof. Jacques Martin

11.00 am – 1.00 pm **Parallel sessions**

1.00 – 2.30 pm Lunch

2.30 – 4.00 pm **Parallel sessions**

4.00 – 4.30 pm Coffee break

4.30 – 6.30 pm **Parallel sessions**

Friday 30 August

9.00 - 11.00 am **Parallel sessions**

11.00 - 11.30 am Coffee break

11.30 - 12.30 pm. **Keynote speaker: Dr Gregor Virant**, Minister of the Interior and Public Administration of Slovenia

12.30 - 2.00 p.m. Lunch

2.00 - 4.00 p.m. **Parallel Sessions**

4.00 – 4.30 p.m. **Closing session**

6.15 p.m. Visit of Ljubljana Castle

7.00 p.m. Gala Dinner at Castle

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

Thursday 29 August

10.00 – 11.00 am

Opening Session

Keynote Speaker

Alex Douglas: Editor of the TQM Journal

Chair: Jacques Martin

11.00 am – 1.00 pm

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Higher Education / Health Care, Chairperson: Federico Brunetti

A

1. Aristovnik A.: Technical efficiency of education sector in the EU and OECD countries: The case of tertiary education
2. Bayart C., Bertezene S., Vallat D., Martin J : Serious games : leverage for knowledge management
3. Brezovar N.: Diminishing university (E)Quality by mandatory retirement (Higher Education)
4. Ahonen O., Astala L., Dall-Hansen D., Odgaards E, Ora-Hyytiäinen E.: The competencies of nursing staff and their development – measurement of staff’s competencies related to international cooperation in four Danish and Finnish hospitals

Health Care / Theory & Methodology, Chairperson: Marta Ugolini

B

1. Alizzi A., Campagna M.: What kind of primary care for Italy? Juridical and organizational peculiarities of primary care after the Balduzzi reform
2. Bottone L., Francesconi A., Ruffini R.: Evaluating quality in healthcare organizations: the experience of the performance plan in Lombardy region
3. Cavallone M.: Culturally customized communication as a methodological approach to overcome the adaptation vs. standardization dilemma
4. Critchley P.: Airline innovation and sustainability: a systems perspective

Theory & Methodology / Tourism, Chairperson: Walter Tucker

C

1. Cano M., Moyes D.: Are rural service firms getting it right? A case-study comparing service quality priorities of providers and users.
2. Cassia F., Magno F., Ugolini M.: To coupon or not to coupon? A study on perceived effectiveness of social couponing campaigns in the Italian hotel industry

3. Angelini A., Zifaro M.: Organizational implications and value of CRM initiatives in the hotel. The results of an empirical analysis

1.00 – 2.30 pm

Lunch

2.30 – 4.00 pm

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Higher Education, Chairperson: Michele Cano

- A
1. Cavenago D., Marafioti E., Martini M.: Transforming theory into practice: the concept and development of a service science graduate program
 2. Douglas J., Douglas A.: Disruptive students in Higher Education
 3. Duarte J., Gonçalves H., Pires A.: Bologna paradigm in a Portuguese Polytechnic Institute: the case of the second cycle

Health Care, Chairperson: Alan Brown

- B
1. De Falco S.: Excellence in health care service through optimization of the HIS (Healthcare information System)
 2. Esposito A.: Corporate brand communication in Italian Hospitals: is time ripe?
 3. Iaffaldano N.: A hospital structure of pain medicine to improve the patients' perceived quality of health care services: the experience of the University Hospital "Ospedali Riuniti" in Foggia

Public Administration, Chairperson: Raine Isaksson

- C
1. Džinić J. : Impact of quality instruments on organizational learning in administrative organizations –Theoretical and methodological approach
 2. Lončar Z., Vučetić D.: European Standards and Public Administration Reform in the Republic of Serbia
 3. Miglietta A, Parisi E., Pessione M., Servato F.: Crowd Funding and local governments: a financial opportunity for a new liaison with citizens

4.00 – 4.30 pm

Coffee break

4.30 – 6.30 pm

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Higher Education / Health Care, Chairperson: Antonio Ramos Pires

- A
1. Isaksson R., Kuttainen C., Garvare R.: Lean Higher Education and lean research
 2. Olgiati S., Danovi A., Magon G., Rinaldi O., Piacentini D., Dozzo D., Cesana G.: Evaluating the effects on sustainability and performance of acute care hospital beds reduction: a dynamic model

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Health Care / Finance & Banking, Chairperson: Alex Douglas

- B
1. Lagrosen S., Grundén K.: Social Media marketing in the wellness industry
 2. Setnikar Cankar S., Petkovšek V.: Monitoring and measuring the efficiency of health care: the comparison of health care efficiency in the selected EU member States

3. Cavallone M., Modena M.: Communication as a key factor in banking customer relationship
4. Malinconico A., Leone A., Lucadamo A.: Customer dissatisfaction in the financial industry: the case of complaints management in Italian banking

Finance & Banking/Theory & Methodology/Public Administration, Chairperson: Amnon Caspi

- C
1. Biancone P.P.: Islamic finance services and their application to the Italian financial system
 2. Edwards M., Styger L.: Linking the principles of supply chain management to aid and development: as case study – Waters of Ayole
 3. Kotnik Z., Klun M.: Constructing composite environmental indicators
 4. Kovac P., Sever T.: Public service excellence through participation in administrative procedures – Trends and challenges in Slovenia and EU

Friday 30 August

9.00 – 11.00 am

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Higher Education - Health Care, Chairperson: David Moyes

- A
1. Papadimitriou A.: Strategic planning and benchmarking perceptions and concerns from public and private Western Balkan Universities
 2. Taiariol F.: Italian universities and excellence: a mottled approach
 3. Baccarani C., Ugolini M.: A 5 senses perspective to quality in hospital

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Finance & Banking / Theory & Methodology, Chairperson: Federico Brunetti

- B
1. Martin J., Nguyen V. Tien: A framework for employee appraisal in services: an experiment in a Vietnamese bank
 2. Vigolo V., Cassia F.: Loyalty and switching behavior among corporate energy customers: A study in the Italian context
 3. Teehan R., Tucker W.: Service Quality Kaizen Blitz: The Road to Improving Customer Satisfaction
 4. Styger L.: An identification of the current constraints of knowledge business modeling as a strategic decision making tool

Theory & Methodology, Chairperson: Claudio Baccarani

- C
1. Pires A., Casas Novas J., Coelho A., Saraiva M.: Profile of use of information about quality related costs
 2. Pevcin P.: Efficiency levels of public sector units – Empirical analysis for local jurisdictions in Slovenia
 3. Marino A.: Person and values at the center of the firm's marketing activities: some reflections on the ongoing trends
 4. Orlandini P., Vallone C, Doni F., Cecchetti R.: Quality indicators for success and excellence of franchisee network

11.00 – 11.30 am

Coffee Break

11.30 am – 12.30 pm

Keynote Speaker

Dr Gregor Virant: Minister of the Interior and public Administration of Slovenia

Chair: Stanka Setnikar-Cankar

12.30 – 2.00 pm

Lunch

2.00 – 4.00 pm

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Health Care / Theory & Methodology, Chairperson: Jacques Martin

A

1. Lagrosen Y., Lagrosen S., Lind L.: Employee health in the wellness industry
2. Sardinha B., Lucas S., Dias O., Pires A.: Quality system certification in institutions of social responses
3. De Falco S., Del Gaudio I.: Decision making approach in measurement of quality of service: A real application to “Ce.m.o.n. Company”

Theory & Methodology / Tourism, Chairperson: Antioni Papadimitriou

B

1. Vallone R.: The network theory and the learning task. Formative processes for the value creation in a global economy
2. Vallone C., Veglio V.: “Albergo Diffuso” and customer satisfaction: a quality services analysis
3. Santamato V.R., Iaffaldano N., Micucci N.: Aggregation and innovation in rural tourism: Tourist destination of the “Hundred Country Houses”

Public administration / Theory & Methodology, Chairperson: Alberto Marino

C

1. Espinosa R.: Process management, a key issue for organizational competitiveness.
2. Gosar Z.: Surface defect detection using Gabor wavelets characteristics and neural network classifier

4.00 – 4.30 pm

Closing session

6.15 pm

Visit of Ljubljana Castle (pre-booked delegates)

7.00 pm

Gala Dinner: Ljubljana Castle