17th Toulon-Verona Conference
“Excellence in Services”

28 – 29 August 2014

CONFERENCE PROGRAMME

Liverpool John Moores University

Liverpool - England
Thursday 28 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
Paul Evans LJMU Pro-Vice-Chancellor
Prof. Jacques Martin, Toulon University

**Keynote Speaker: Dr Tito Conti,** *The role of quality and systems thinking in globalization*

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 29 August

9.00 - 11.00 am  **Parallel sessions**
11.00 - 11.30 am  Coffee break
11.30 - 12.30 pm.  **Keynote speaker: David Hutchins,** *Is quality everybody’s business?*
12.30 - 2.00 p.m.  Lunch
2.00 - 3.30 p.m.  **Parallel Sessions**
3.30 – 4.00 p.m.  Closing session
7.00 – 8.00 p.m.  **Tour of Anfield Stadium**
8.00 p.m.  **Gala Dinner at Anfield Stadium**
Parallel sessions will take place in lecture halls labelled A and B

Thursday 28 August

10.00 – 11.00 am

Opening Session

Keynote Speaker

Dr Tito Conti

Chair: Claudio Baccarani

11.00 am – 1.00 pm

Higher Education, Chairperson: Y. Raanan

A
1. Baccarani C.: Is the professor still useful at the time of internet?
2. Cano M., O’Reilly L.: Lean second time around: Lessons learned for higher education
3. Dettori A., Giudici E.: Sustainability and teaching offer

Tourism, Higher Education, Chairperson: M. Ugolini

B
1. Esposito A.: Are Eco-museums and marketing a possible combination?
2. Iaffaldano N., Mariella G.: The proposal of a model to build a museum network and its management in systemic perspective in Apulia
3. Douglas J.: Students behaving badly: The Jay student

1.00 – 2.30 pm

Lunch

2.30 – 4.00 pm

Theory & Methodology - Organization, Chairperson: A. Caspi

A
1. Alhuraish I.: Key success factors of implementing lean manufacturing and six sigma
2. Isaksson R., Taylor N.: Lean six sigma for cement process
3. Magno F., Cassia F., Ugolini M.: Social couponing perceived effectiveness: Is it different when using a local vs. a global daily deal site?

Local Government, Logistics Chairperson: A. Marino

B
1. Cosimato S.: Do green logistics lead to a sustainable environmental and economic performance? The DHL case study
2. Grant D., Philipp B.: An international study of the impact of B2C logistics service quality on
3. Moura e Sa P., Martins R.: Data quality requirements for services of general interest: the case of water bills

4.00 – 4.30 pm

Coffee break

4.30 – 6.30 pm

Theory & Methodology - Strategy, Health Care, Chairperson: C. Baccarani

A
3. Bertezene S., Vallat D., Martin J.: An overview of the main strategies and approaches to CSR
4. Chiarini A.: Lean thinking implementation in the public health care: results from Italy

Theory & Methodology – Customer satisfaction, Chairperson: J. Martin

B
3. Marino A.: New (BtoC) Systemic Marketing and related emerging Framework: contents and theory from practice and Literature
4. Ugolini M., Cobelli N., Cassia F., Gill L.: Service-based vs. product-based positioning of the offering: effects on customer perceived value

Friday 29 August

9.00 – 11.00 am

Higher Education, Health care Chairperson: F. Brunetti

A
1. Raanan Y.: An innovative testing system for improving testing quality
1. Palumbo R., Annarumma C.: The importance of being health literate: an organizational health literacy approach
2. Pencarelli T., Gabbianelli L.: Intercultural aspect of consumer management
3. Ruževičius J.: Quality of life and of working life: conception and researches

11.00 – 11.30 am
Coffee Break

11.30 am – 12.30 pm
Keynote Speaker
David Hutchins:
Chair: Jacques Martin

12.30 – 2.00 pm
Lunch

2.00 – 3.00 pm

2. Ruževičius J.: Quality value orientations

3.00 – 3.30 pm
Closing session

7.00 – 8.00 pm
Tour of Anfield Stadium

7.00 pm
Gala Dinner: Anfield Stadium