



**18th Toulon-Verona Conference
“Excellence in Services”**

31 August – 1 September 2015

CONFERENCE PROGRAMME



CERISDI

Palermo - Italy

Monday 31 August

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.30 am Opening Plenary session

Conference Opening and Welcome address:

Roberto Lagalla, Palermo University Rector

Antonio Purpura, Councillor for cultural heritage, Sicily Region

Salvatore La Rosa, Cerisdi Director

Isabella Munda, INGV Quality manager

Claudio Baccarani and Jacques Martin, TV Conference

Keynote Speaker: Prof Jiju Antony, Heriot Watt University, Edinburgh, Scotland

11.45 am – 1.15 pm **Parallel sessions**

1.15 – 2.30 pm Lunch

2.30 – 4.00 pm **Parallel sessions**

4.00 – 4.30 pm Coffee break

4.30 – 6.00 pm **Parallel sessions**

8.30 p.m. **Gala Dinner at Circolo degli Ufficiali**, with presentation of Special Prize to Dr Tito Conti for a life's contribution to quality management, and 2015 TQM Journal's prize for best paper.

Tuesday 1 September

9.00 – 10.30 am **Parallel sessions**

10.30 - 11.00 am Coffee break

11.00 - 12.00 pm. **Parallel sessions**

12.00 – 1.00 p.m. **Keynote speaker: Prof Alfonso Vargas, University of Huelva, Spain**

1.00 – 2.00 p.m. Lunch and closing of Conference

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

Monday 31 August

10.00 – 11.30 am

Opening Session

Keynote Speaker

Prof. Jiju Antony

Chair: Jacques Martin

11.45 am – 1.15 pm

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Higher Education, Chairperson: Y. Raanan

A

1. Baccarani C., Josman Z.: Is the role of the academic instructor useful at the time of the Internet?
2. Cano M., O'Neill E., Kobi A.: Preliminary insights into the implementation of Lean Manufacturing in Higher Education (Part 1): A grounded approach
3. Moyes D., Dunn M., Douglas J.: Disruptive students within the higher education classroom; constructions of natural justice.

Health Care, Chairperson: M. Ugolini

B

1. Bertezene S., Bayart C., Vallat D., Martin J.: Social responsibility in the medical and social sector: the French example.
2. Carrus P.P., Marras F., Pinna R.: The performance measurement of changes in the logistics of health goods: a theoretical model.
3. Nigro C., Ianuzzi E., Petracca M., Del Vecchio S.: How health care moves on the Web: the case of Health Social Network.

Logistics, Methodology, Chairperson: F. Brunetti

C

1. Philipp B., Grant D.: Validating B2C logistics service quality with retail practitioners.
2. Weitlaner D., Höber A., Schweighofer P., Aschbacher H.: Measuring the impact of smart services: insights into a case application.
3. Kern C., Refflinghaus R.: Expert system for evaluating human reliability in manual assembly operations.

1.15 – 2.30 pm

Lunch

2.30 – 4.00 pm

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Theory & Methodology, Chairperson: A. Caspi

A

1. Giaretta E., Brunetti F., Minozzo M., Rossato C., Castellani P., Baccarani C., Bonfanti A.: Exploring relevance in scholarly top journals of management: First results of a pilot study.
2. Booker B., Tucker W.: Lowest level employee engagement in quality system compliance: audits and improvement.
3. Ciasullo M.V., Cosimato S., Troisi O.: How to keep the Cold Chain safe, secure and competitive, an Italian case study of a fruit and vegetables cold chain.

Tourism, Chairperson: A. Marino

B

1. Amoroso S., Castelluccio F., D'orso G., Migliore M., Scianna A.: GIS infomobility for the tourists and territorial planning.
2. Cassia F., Magno F., Ugolini M.: Does social couponing stimulate positive E-word-of-mouth and referrals?
3. Cavallone M., Modena M.: E-tailing as an evolution of the distribution channel in tourism.

Strategy, Chairperson: J. Martin

C

1. Formisano V., Fedele M., Antonucci E.: The innovative financial services for the growth of territorial start-ups.
2. Maggiore G., Mataluni A., Matarazzo M., Resciniti R.: Diversification strategies in information and communication industry through acquisitions: the case of Vodafone-Cobra.
3. Matarazzo M., Merola B., Resciniti R.: Cross border acquisitions and R&D activities: evidence from case studies in the biotech industry.

4.00 – 4.30 pm

Coffee break

4.30 – 6.00 pm

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Theory & Methodology, Chairperson: C. Baccarani

A

1. Marino A.: Consumer new (not “recession oriented”) definitions in current two decades: comparison of four proposals and contribution to further focal impacts on advanced marketing.
2. Rancati E., Gordini N.: Driving consumer acceptance of location-based services in mobile applications: a theoretical framework and an empirical study.
3. Sardi A., Garengo P.: Performance management in innovative SMEs: the key role of the social media

Tourism, Chairperson: M. Cano

B

1. Grechi D., Ossola P., Pavione E.: EXPO 2015 and development of slow tourism : Are the tourism products clubs in the territory of Varese successful?
2. Rancati E., Scutto V., Codignola F., Gordini N: Augmented reality for enhancing the customer experience in museums: an exploratory analysis.
3. Sheehan L., Vargas Sanchez A., Presenza A., Abbate T.: The intelligent destination management organization.

Higher Education, Chairperson: D. Moyes

C

1. Drummond S.: Quality Enhancement of Learning through Volunteering
2. Isaksson R., Yamamoto Y., Garvare R.: Towards a perfect learning process – where is Sweden?
3. Papadimitriou A., Adamidou V.: Business education and students learning outcomes: a comparative view.

Gala Dinner: Circolo degli Ufficiali**Tuesday 1 September****9.00 – 10.30 am****Strategy Chairperson: C. Baccarani**

A

1. Nguyen Ngoc Dung, Martin J.: Implementing clusters for economic development in emerging economies: the case of Luong Bamboo Sector in Than Hoa province, Vietnam.
2. Panizzolo R., De Crescenzo A.M.: Adopting Service Strategy in Manufacturing Firms. A framework for services recognition and management model implications.
3. Siu K.W.M., Wong Y.L., Lam M.S.: Quality of public symbol: the five principles supported by the drawings of young users.

Tourism, Health Care, Chairperson: M. Cavallone

B

1. Ciasullo M.V., Gaeta M., Monetta G., Rarità L.: E-cultural value co-creation. A proposed model for the heritage management.
2. Palumbo R., Annarumma C.: Exploring the organizational health literacy of municipal pharmacies: the quest for a health literate organizational environment.
3. Pennisi S.: Security and comfort in the school as a primary exigency for a quality service.

Higher Education, Chairperson: W. Tucker

C

1. Chiarini A.: Effects of ISO 9001 certification on academic processes. A first exploratory research from Italy
2. Nigro C., Ianuzzi E., Petracca M.: How universities institutionalize “good” managerial practices? Some evidence from the Italian cultural sector.
3. Papadimitriou A., Petridou E., Adamidou V.: Academics in Greece: challenges, changes and burnout in work engagement.

10.30 – 11.00 am

Coffee Break

11.00 – 12.30 pm**Higher Education, Theory & Methodology, Chairperson: J. Martin**

A

1. Raanan Y.: Is Higher Education at risk of being disrupted?
2. Baccarani C., Vergnani P., Bonfanti A.: Business Theatre Management Training: Peculiarities, Advantages and Disadvantages of the Performing-Lesson.
3. Cammarata G., Pennisi S., Scacianocce G.: The Italian prisons: an emblematic case of chance of improvement of a public service.

Theory & Methodology, Higher Education Chairperson: F. Brunetti

B

1. Sansone M., Colamatteo A.: Brand building and brand extension in service sector: an empirical analysis.
2. Vigolo V., Cassia F.: Brand reputation and service quality in the Italian energy market: a business-to-business perspective.
3. Mariani P., Rancati E., Gordini N.: Student satisfaction in higher education: empirical evidence from University Milano-Bicocca.

12.30 – 1.30 pm**Keynote speaker**

Prof. Alfonso Vargas

Chair: Claudio Baccarani

1.30 – 2.30 pm

Lunch and closing