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 Alfondo Vargas, University of Huelva, Spain

1.00 – 2.00 p.m.  Lunch and closing of Conference
Monday 31 August
10.00 – 11.30 am
Opening Session
Keynote Speaker
Prof. Jiju Antony
Chair: Jacques Martin

11.45 am – 1.15 pm

Higher Education, Chairperson: Y. Raanan
1. Baccarani C., Josman Z.: Is the role of the academic instructor useful at the time of the Internet?
3. Moyes D., Dunn M., Douglas J.: Disruptive students within the higher education classroom; constructions of natural justice.

Health Care, Chairperson: M. Ugolini

Logistics, Methodology, Chairperson: F. Brunetti
1. Philipp B., Grant D.: Validating B2C logistics service quality with retail practitioners.

1.15 – 2.30 pm
Lunch
2.30 – 4.00 pm

**Theory & Methodology, Chairperson: A. Caspi**

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**

2. Cassia F., Magno F., Ugolini M.: Does social couponing stimulate positive E-word-of-mouth and referrals?

**Strategy, Chairperson: J. Martin**

1. Formisano V., Fedele M., Antonucci E.: The innovative financial services for the growth of territorial start-ups.

4.00 – 4.30 pm

Coffee break

4.30 – 6.00 pm

**Theory & Methodology, Chairperson: C. Baccarani**

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

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?

### Higher Education, Chairperson: D. Moyes

1. Drummond S.: Quality Enhancement of Learning through Volunteering
2. Isaksson R., Yamamoto Y., Garvare R.: Towards a perfect learning process – where is Sweden?

---

**Gala Dinner: Circolo degli Ufficiali**

**Tuesday 1 September**

**9.00 – 10.30 am**

---

### Strategy Chairperson: C. Baccarani


---

### Tourism, Health Care, Chairperson: M. Cavallone

3. Pennisi S.: Security and comfort in the school as a primary exigency for a quality service.
Higher Education, Chairperson: W. Tucker

1. Chiarini A.: Effects of ISO 9001 certification on academic processes. A first exploratory research from Italy

10.30 – 11.00 am
Coffee Break

11.00 – 12.30 pm

Higher Education, Theory & Methodology, Chairperson: J. Martin

1. Raanan Y.: Is Higher Education at risk of being disrupted?

12.30 – 1.30 pm
Keynote speaker
Prof. Alfonso Vargas
Chair: Claudio Baccarani

1.30 – 2.30 pm
Lunch and closing