

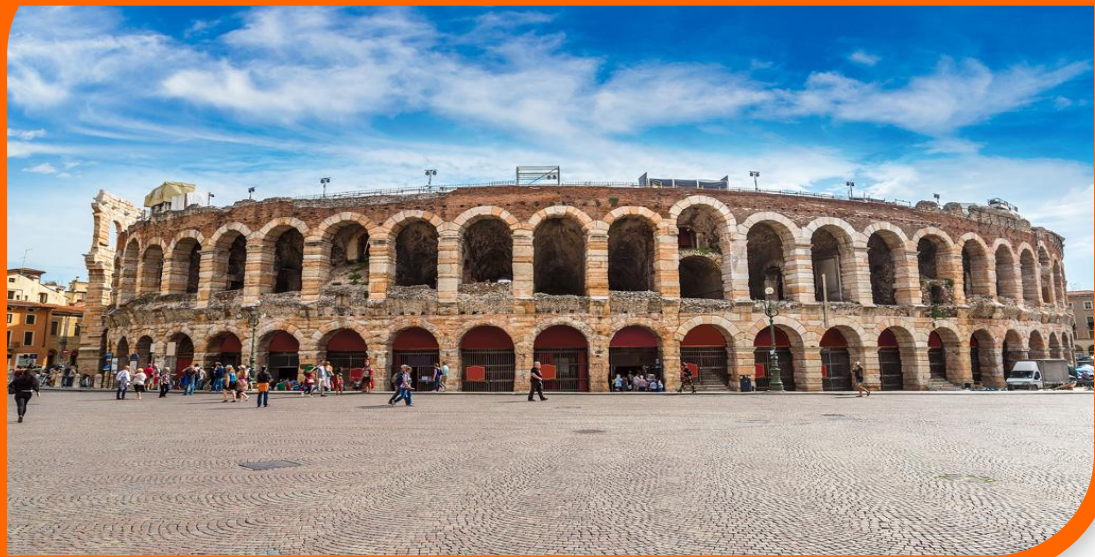
# *Excellence in Services*

## 20<sup>th</sup> International Conference



Founded in 1998

## *Conference Programme*



**September 7 and 8, 2017**  
**University of Verona, Italy**

**Polo Santa Marta, Via Cantarane 24**



**UNIVERSITÀ**  
**di VERONA**  
Dipartimento  
di **ECONOMIA AZIENDALE**

## Thursday 7 September

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.30 am **Opening Plenary session** (Room SMT.6)  
**Conference Opening and Welcome address:**  
**Nicola Sartor, Rector, University of Verona**  
**Claudio Baccarani**  
**Jacques Martin: "20 years of Excellence"**  
**Keynote Speaker: Bosse Edvardsson, Karlstad University, Sweden**  
*A service-dominant logic lens on Innovation*  
**Chair: Alex Douglas**

11.30 am - 1.30 pm **Parallel sessions**

Session 1, ROOM SMT.1, Banking, Health Care, Chair: Federico Brunetti		
FORMISANO V., FEDEL M., CALABRESE M.		Materiality matrix: a comparison between relevant indicators for banks and stakeholder
PELLICELLI A.C., BOLLANI L., BORGO E.		Customer Satisfaction Surveys also intended to gain information on the enterprise core business enlargement: a case history in banking services
CHIARINI A., CHERRAFI A.		Improving patient satisfaction using lean manufacturing tools: cases studies from Italy
BERTEZENE S., BAYART C., VALLAT D, MARTIN J.		Determining factors of a CSR strategy: the case of French socio-medical establishments

Session 2, ROOM SMT.2, Consumer-customer behavior, Chair: Amnon Caspi		
SILVESTRI C., AQUILANI B., PICCAROZZI M., RUGGIERI A.		How quality cues and attributes affect consumer quality perception in traditional food? An analysis on grated Parmigiano cheese
DE CRESCENZO V., PICHLER F.		Civic Crowdfunding: features and open issues. An empirical analysis of the Italian Civic Crowdfunding market.
IEVA M., ZILIANI C.		The interplay between customer experience and customer loyalty: Which touchpoints matter?
MAGNO F., DOSSENA G.		Mega-events' medium-term effects on host communities: the role of community pride

Session 3, ROOM SMT.3, Higher Education, Chair: Yossi Ranaan		
BACCARANI C., BRUNETTI F., ROSSATO C.		Exploring the dark side of the firm: Arts and aphorisms in management education and development
ISAKSSON R.		Understanding and assessing sustainability reports – the case of the Swedish quality management student
MANNA R., CIASULLO M.V., COSIMATO S., PALUMBO R.		Education level and income attainment inequalities: an ecosystem perspective
PINNA R., CARRUS P., MUSSO		Value co-creation and the role of university brand

M.	identification: An Italian case study
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<b>Session 4, ROOM SMT.4, Quality and E-services, Chair: Michele Cano</b>	
CIASULLO M.V., TROISI O., MAIONE G., TORRE C.	The Growth of Carpooling: Insights from a social media investigation
COBELLI N., BONFANTI A., CUBICO S., FAVRETTO G.	Quality and satisfaction in professional e-services: A study on an online career guidance tool
CARE S., COLURCIO M.,	When the Community gets Smart. Looking at the IoT as value co-creation construct.
SALLAKU R., VIGOLO V., TESTA F.	Social media communication in water utilities

1.30 - 2.15 pm      Light lunch

2.15 - 2.30 pm      Visit to 'Polo Santa Marta' at University of Verona

2.30 - 4.00 pm      **Parallel sessions**

<b>Session 1, ROOM SMT.1, Public Service, Higher Education, Chair: Jacques Martin</b>	
CANO M., VIZA E., KOUROUKLIS A.	Critical Success Factors for implementing Continuous Improvement approaches within Public Sector Organisations
WONG Y.L., LAM M.S., SIU K.W.M.	Inclusion as design policy and service on public facilities: A case study of inclusive playgrounds in Hong Kong
RAANAN Y.	Re-engineering higher education: can it be done?

<b>Session 2, ROOM SMT.2, Quality and SMEs, Chair: Aurelio Mauri</b>	
DOUGLAS J., DOUGLAS A., MUTURI D., OCHIENG J.	Critical Success Factors for SMEs' Sustainability in Kenya: Findings from a Pilot Study
PAIOLA M.	Digitization and servitization: opportunities and challenges for SMEs
SARDI A., GARENGO P.	Performance measurement system in SMEs: The key role of Human resource management

<b>Session 3, ROOM SMT.3, Logistics, Tourism, Chair: Francesca Negri</b>	
EDWARDS M., ROSS P., STYGER L.	An Investigation into Mapping Atypical Supply Networks
KAUFMANN K.	Logistics: A virtual revolution in the making
BALDASSARE F., RICCIARDI F., CAMPO R.	Tourism consumption and opportunity for the territory: Exploring the case of Matera, 2019 European Capital of Culture

<b>Session 4, ROOM SMT.4, Theory and Methodology, Chair: Federico Brunetti</b>	
PICCAROZZI M., ABATTE T., AQUILANI B.	Do platforms contribute to value co-creation processes? Insights from a Service-Dominant Logic.
ABRATE G., MENOZZI A.	Value co-creation in the video game industry
BESANA A., ESPOSITO A.	BRANDING IN U.S.A. ART MUSEUMS: SUCCESSFUL NAMES BEHIND PORTRAITS

4.00 - 4.30 pm      Coffee break

4.30 - 6.00 pm      **Parallel sessions**

Session 1, ROOM SMT.1, Tourism, Chair: Alberto Marino	
BARATTA R., CASSIA F., VIGOLO V., UGOLINI M.	City Image Comparing residents' and tourists' perceived image of Verona
DALAKIS A.S., YFANTIDOU G., PAPAIOANNOU A., COSTA G.	The tourist behavior of tourists and the type of holiday they choose in Greece
GALEONE A., SEBASTIANI R.	Transformative Service Research in the hospitality industry: The case of the "Albergo Diffuso"

Session 2, ROOM SMT.2, Theory and Methodology, Chair: Cristina Simone	
BULLINI ORLANDI L., FRATICELLI F., NEGRI F.	Crisis management on Social Media: an explorative study of managerial practices
BURATTI N., PAROLA F., SATTA G.	The use of social media marketing in b2b services: a look at some "conservative" industries
LI PIRA S., CABIGIOSU A., CAMPAGNOLO D., GIACHETTI C	How much do firms imitate each other? The role of external search strategies: the role of external search strategies in KIBS firms

Session 3, ROOM SMT.3, Tourism, Chair: Alfonso Vargas	
GIUDICI E., DETTORI A., CABONI F.	Neurotourism: futuristic perspective or today's reality?
LIMATA P.	Assessing social impact through theory of change in voluntourism
MAURI A., MINAZZI R., VANNACCI B.	The determinants of managerial responses to hotel guests' reviews: an exploratory study in the city of Milan

Session 4, ROOM SMT.4, Theory and Methodology, Chair: Agostino Vollero	
CAVALLONE M.	The role of collaboration in the internationalization of a niche product: The case of the wine "Moscato di Scanzo"
DEVAUL A., PAPADIMITRIOU A.	Diversity (management) in law enforcement might produces community trust and satisfaction
STAPLES E. PAPADIMITRIOU A.	How to improve Airport logistics Efficiency (Customer Flight Transfer Time): A literature review

7.30 p.m.      Bus transfer from Verona center to 'Cantina di Soave' for Gala Dinner  
*Huelva 'best papers awards'*

## Friday 8 September

9.00 - 10.30 am      **Parallel sessions**

Session 1, ROOM SMT.1, Theory and Methodology, Chair: Claudio Baccarani	
GIARETTA E., ROSSATO C., SHAN E RAZA S.	Jugaad and innovation: which links?
MARINO A.	Re-categorization of Marketing and possible innovative

	,primary Systemic entire re-articulations in Western BtoB services' firms
MARTIN J.	Who's afraid of Virginia Woolf?

Session 2, ROOM SMT.2, Health Care, Chair: Fabio Cassia	
ANGELINI A., CARMIGNANI	THE CONSUMER EXPERIENCE OF AESTHETIC MEDICINE SERVICES
ELBA F., CIAPPEI C., RIALTI R., ZOLLO L.	Efficiency, Service Level and Patients' Perceived Quality in the Healthcare Sector: Empirical Evidences from Italy
MORETTA TARTAGLIONE A., CAVACECE Y., RUSSO G.	The excellence of patient-centred healthcare: investigating the links between satisfaction, co-creation and empowerment

Session 3, ROOM SMT.3, Consumer-Customer Behaviour, Theory and Methodology, Chair: Maria Ciasullo	
MOURA E SA P., CUNHA P.	Understanding the determinants of loyalty in swimming pools
TRABOULSI C., FRAU M., CABBIDU F.	Perceived experience value within digital museums transformation: the case of active senior visitors
SIMONE C., ARCURI M., LA SALA A.	Be vicarious: the challenge for project management in a service economy

Session 4, ROOM SMT.4, Theory and Methodology, Chair: Francesca Magno	
PAPADIMITRIOU A.	A review of the TVC 'best papers' 2009-2016: research topics and methodologies
PIMENTEL L., RAMOS PIRES A.	THE IMPACT OF EFQM AWARDS ON ORGANIZATIONAL MANAGEMENT
REFFLINGHAUS R., KERN C., KLUTE-WENIG S.	Q-Key2 - an educational game for improving employees' quality awareness

Session 5, ROOM SMT.6, Tourism, Chair: Marta Ugolini	
TOKARCHUK O., MAURER O.	Vacation satisfaction and vacationists' quality of life
VARGAS-SANCHEZ A., PERANO M.	Halal Tourism and new generations: the Indonesian case
YFANTIDOU G., SPYRIDOPOULOU E., PAPAIOANNOU A., BALASKA P.	SERVICE INNOVATION IN HOTELS FOR PEOPLE WITH DISABILITIES

10.30 - 11.00 pm Coffee break

11.00 - 12.30 am **Parallel sessions**

Session 1, ROOM SMT.1, Health Care, Higher Education, Chair: Raine Isaksson	
NORDGREN L., WINGNER LEIFLAND C., PLANANDER A.	Health Care Matching - A Value Creating Service Model
PALUMBO R., ANNARUMMA C., MUSELLA M., ADINOLFI P.	Realizing excellence in health care: the relationship between health literacy, self-efficacy, awareness and health services' use
RICHARDSON L., STYGER L.	Heutagogy - An updated approach to Masters Education

MCGOWAN C.

**Session 2, ROOM SMT.2, Higher Education, Sport, Chair: Antigoni Papadimitriou**

BOTTI A., GRIMALDI M., MONDA A., TROISI O., VESCI M.	Universityscape: the relevance of environmental factors in student's perception
MADHUSHANI A.A.L.	Let's preserve the spirit of sport: Preventive approaches of using performance enhancing drugs among national level athletes in Sri Lanka.
PAPAIIOANNOU A., KRIEMADIS T., YFANTIDOU G., PATRIKIOU A., AVGERINO V.	Customer-oriented strategy in Greek Sport Business Sector: The case of the sport enterprise "Holmes Place Glyfada"

**Session 3, ROOM SMT.3, Theory and Methodology, Chair: Vania Vigolo**

HOEBORN G., HEINICH P.	Generating innovative and interdisciplinary solutions within mixed teams
KIAUTA M., RAHELIC., JOVANOVIC J.	Management of Organisations's energy supported by QMS: Case of Consulting and Commissioning Engineers
TROTTA D., GARENGO P.	A co-word analysis on Human Resource Management literature: the role of technological innovation from 2007 - 2017

**Session 4, ROOM SMT.4, Theory and Methodology, Tourism, Chair: Mauro Cavallone**

VOLLERO A., PALAZZO M., SIANO A., SARDANELLI D.	Communicating and disclosing CSR on corporate websites: assessing different legitimacy strategies. A comparison between service and product companies.
MAGNO F., CASSIA F., UGOLINI M.	Factors influencing prices on accommodation sharing platforms: the effects of a host's experience and market demand
VIGOLO V., SIMEONI F., CASSIA F., UGOLINI M.	Older tourists' travel motivations and overall satisfaction at the destination: The case of Sirmione

**Session 5, ROOM SMT.6, Theory and Methodology, Chair: Alex Douglas**

CASTELLANI P., BERTON M.	Fake news and corporate reputation: what strategies do companies adopt against false information in the media?
FRAU M., CABBIDU F., LOMBARDO S., MOI L.	Practice theory and value co-creation: an assessment model

12.30 - 1.00 pm	<b>TQM Journal special issue: publication procedure, Alex Douglas, Co-Editor</b> (Room SMT.6)
1.00 - 2.00 pm	<b>Keynote speaker: Paolo Braguzzi, CEO of Davines limited company</b> (Room SMT.6) <i>Framing service innovation: the case of a loyalty program</i> <b>Chair: Claudio Baccarani</b>
2.00 - 3.00 pm	Light Lunch
3.00 - 3.15 pm	Closing of Conference