

Excellence in Services

22nd International Conference



Conference Programme



August 29 and 30, 2019

Perrotis College, Thessaoniki, Greece



Thursday 29 August

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.30 am **Opening Plenary session**
Conference Opening and Welcome address:
Eva Varellas Kanellis, Perrotis College
Federico Brunetti, Jacques Martin,
Keynote Speaker: Professor Jacob K. Eskildsen, Aarhus BSS, Denmark
Exploration Versus Exploitation: how performance can be improved and sustained

Chair: Alex Douglas

11.30 am - 1.00 pm **Parallel sessions**

Session 1, ROOM 1, Higher Education, Chair: Yossi Raanan
Cavallone M., Manna R., Ciasullo M.V., Palumbo R.: A dualistic interpretation of value in higher education: Comparing the students' and academics' perspectives
Padro F., Chang H., Green J.H., Trimmer K.: TQM's presence within legal systems: Example of impact on higher education
Manna R., Palumbo R., Cavallone M.: Putting higher education services' quality at work: The employability of Italian doctors of philosophy

Session 2, ROOM 2, Culture, Chair: Maria Vicenza Ciasullo
Barrata R., Cassia F., Simeoni F., Vigolo V., Ugolini M. : The impact of cultural events. A focus on professionals' perceptions
Castellani P., Conti E., Rossato C., Vesci M.: Applying the "servicescape theory" to the museums: first evidence from Italy
Esposito A., Fisichella C.: Sustainability in Museums practices: Evidences from Italian perspective

Session 3, ROOM 3, Banking – Consumer Behaviour, Chair: Antigoni Papadimitriou
Büchi G., Fasolo L., Cugno M., Zebetto A., Castagnoli R.: New banks in the 4 th Industrial Revolution: A review and typology
Singh J., Singh G., Kumar S., Srivastava H.S.: Religious influences on Unrestrained Consumption
Srivastava H.S., Singh G., Rajan D.: Power matters: A study on Influence of Power Distance on Customer's Response to Service failure
Session 4, ROOM 4, Logistics, Theoretical & Org. Approaches, Chair: Michele Cano

Chiarini A., Kumar M.: Industry 4.0 and environmental sustainability: an empirical research inside a logistics company.
Gianni M., Gotzamani K.: Extrovert integrated management systems
Kern C., Refflinghaus R., Trotsmann T., Wenzel S., Wittine N., Herrlich F.: Concept for selecting and integrating traceability systems in the continuous improvement process of SMEs

1.00 - 2.00 pm Lunch

2.00 - 4.00 pm **Parallel sessions**

Session 1, ROOM 1, Tourism, Chair: Alfonso Vargas
Bolici F., Acciarini C., Marchegiani L., Pirolo L.: Blockchain acceptance and adoption in the tourism industry
Ciasullo M.V.: Montera R., Plaumbo R.: New forms of tourism for experimental authenticity: A tourist perspective
Simeoni F., De Crecenzo V.: The walking tourism: opportunities and threats for the sustainable development. The case of the Va' Sentiero project
Dalakis A., Yfantidou G., Costa G., Tzetzis G.: Marital status as a key factor in the choice of vacation type and outdoor recreation sport chosen by tourists in East Macedonia and Thrace in Greece

Session 2, ROOM 2, Health services, Chair: Marta Ugolini
Barsanti S., Bunea A.M., Colombini G., Pardini E.: Efficiency and quality in services: Empirical results from Data Envelopment Analysis in nursing homes in Italy
Cobelli N., Chiarini A.: Can value co-creation in SMEs be obtained through mHealth service digitalization?
Coletta L., Murante A.M., Nuti S.: The continuous collection of user experience for timely addressing critical factors of the hospital journey
Formisano V., Sanguigni V., Moretta Tartaglione A., Fedele M., Cavacece Y.: Improving healthcare quality through smarter healthcare and value co-creation: the Service Science perspective

Session 3, ROOM 3, Theoretical & Org. Approaches: Stan Karapetrovic
Hoeborn G., Heinich P.: Self-organization and self-determination versus creativity: teaching creativity – learning creativity
Isaksson R., Buregyeya A.: Describing building sustainability innovation potential – Block making

in Tanzania and Uganda
Douglas J., Douglas A., Cano M., Moyes D.: Factorial structure for independent Coffee Shops and Cafés' success factors and barriers: A UK study
Kelpetsidou K., Liouta V., Martsiou K., Papadimitriou A.: Application of the GAP model of service quality: An empirical case from Greece

Session 4, ROOM 4, Customer/Consumer Behaviour, Chair: Mauro Cavallone
De Luca M., Campo R., Trio O., Reinoso Carvalho F. : Effects of packaging in quality perception of a dietetic food product
Magno F., Cassia F.: Domestic vs. foreign consumer attitudes toward global retail brands: The case of Starbucks in the US and in Italy
Bijzan A., Jovanovic J., Kiauta M., Rahelic I.: Empowering internal customers by developing their engagement – The case of CCE Ltd

4.00 - 4.30 pm Coffee break

4.30 - 6.00 pm **Parallel sessions**

Session 1, ROOM 1, Theoretical & Org. Approaches: Andrea Chiarini
Ortiz M.B., Karapetrovic S.: Examples of Electronic ISO 10000 Integrative Augmentation
Styger L., Edwards M., Chiang K., Richardson L.: A longitudinal study of the innovation readiness within the Australian Supply Base – An identification of vulnerability in cross-sectoral, cross-regional organizations
Zulficar M., Cano M.: A comparative analysis of Six Sigma and Lean Approach and their integration in manufacturing organizations for the Enhanced Process Value chain in service recovery context

Session 2, ROOM 2, Higher Education – Public Services, Chair: Patricia Moura E Sa
Kirschner M., Raanan Y.: Enhancing sustainability through education, starting at the bottom
Keramida T., Psomas E., Bouranta N., Koetzmi M.: Investigating the quality of services of the Greek Citizen's Service Centers
Ciasullo M.V., Montera R.: Applying blockchain in technology for service innovation. Findings from the Italian Government

Session 3, ROOM 3, Theoretical & Org. Approaches, Chair: Alex Douglas
Gabbianelli L., Pencarelli T.: Management consulting firms and marketing: An empirical analysis

Bruce D., Cano M., Viza E.: Utilizing SERVQUAL to measure service quality of employer from employee perspective – Are current SERVQUAL dimensions applicable to the emergency services?

Martin J., Baccarani C., Brunetti F. : « Imagine... » : Climate change and management

Session 4, ROOM 4, Customer/Consumer Behaviour, Chair: Francesca Magno

Singh G., Srivastava H.S., Kumar B.: Exploring the role of ethical decision making in environment friendly consumption: A choice of transportation medium context

Vigolo V., Bonfanti A., Sallaku R., Baratta R. : Creating memorable service experiences to hotel senior guests

6.00 – 7.00 pm Greek Wines: Presentation and Tasting

8.30 p.m. Gala Dinner at “Christopher Seafood Restaurant”, Leof. Meg. Alexandrou
12, Thessaloniki

21th EISIC awards and TQM Journal awards

Friday 30 August

9.00 - 10.30 am **Parallel sessions**

Session 1, ROOM 1, Theoretical Approaches, Health Services, Chair: Federico Brunetti

Papadimitriou A., Frangakis C.: Develop solutions to reduce isolation and related stress of entrepreneurship for female entrepreneurs in Baltimore’s creative industries: A data-based approach

Hoeborn G., Hoeborn G., Heinich P.: Development of the creative model UGVOSS to implement a successful change management

Vallat D., Bertezene S., Martin J.: questioning the validity of the knowledge produced in management sciences: The case of the elaboration of a digital strategy in the sanitary, social and medico-social sector

Session 2, ROOM 2, Tourism, Public Services: Fabio Cassia

Ciasullo M.V., Montera R., Palumbo R.: Online content responsiveness: An exploratory empirical study on strategies for managing UGC in Italian hotels

Elizondo Slatos A., Vargas Sanchez A.: Smart tourism and social networks: State of the art

Moura E Sa P., Frade C., Jesus F., Lopes M., Maneca T., Raposo V. : Collaborative design in public

services : A problem reframing case

Session 3, ROOM 3, Methodological Approaches, Chair: Raine Isaksson

Styger L., Edwards M., Chiang K., Richardson L.: Proactive engagement and riding the Double Death Valley Curves of the innovation cycle in highly regulated sectors

Srivastava H.S., Singh G.: Transfer of trust in relational embedded network of franchise and franchisor: An attachment theory perspective

Polese F., Troisi O., Grimaldi M., Romeo E. : A big data oriented approach to decision-making : A systematic literature review

10.30 - 11.00 am Coffee break

11.00 am - 12.15 pm **Discussion forum on Industry 4.0**
Chairs: Andrea Chiarini and Alex Douglas

12.30 - 1.30 pm **Keynote speaker: Professor Fothis Vouzas, University of Macedonia,**
Greece: *Human Resources utilization and Quality Improvement in services*

1.30 - 1.45 pm Closing of Conference