

Excellence in Services

25th International Conference



Formerly Toulon-Verona Conference, founded in 1998

Conference Programme



25 and 26 August 2022

University of Uppsala,
Gotland, Visby, Sweden



Thursday 25 August

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.30 am **Opening Plenary session**
Conference Opening and Welcome address: Olle Jansson
Representative of Uppsala University, Gotland Campus
Raine Isaksson, Federico Brunetti, Jacques Martin,
Keynote Speaker: Pia Sandvik, RISE, Sweden
"Innovation drives sustainable development"
Chair: Raine Isaksson

11.30 am - 1.00 pm **Parallel sessions**

Session 1, ROOM 1, Education, Strategy, Chair: Yossi Raanan
Ingelsson, Bäckström, Martensen, Snyder: Assessing quality culture over time
Isaksson, Ramanathan, Rosvall: Total Quality Management for sustainability – the case of Swedish Universities
Carignani: Enhancement and archeological incoming, the Campi Flegrei experience (ONLINE)

Session 2, ROOM 2, Services, Chair: Georgia Yfantidou
Antikainen: Anatomy of sustainable service-based business
Cutugno, Abbate, Cesaroni: Digital Service Innovation – an exploration of Sicilian wineries
Nicoletti: Best Practices for DFSS in servitization

Session 3, ROOM 3, Healthcare, Chair: Maria Vicenza Ciasullo
Bertezene, Viallat, Michel, Martin: Have health professionals become do-it-yourself professionals?
Corazza, Spataro, Hazelzet, Bonciani, De Rosis : Rethinking youth's engagement in evaluating the experience of hospitalization
Peruzzo, De Rosis: Users' experience with healthcare services: good practices from Tuscany hospitals

Session 4, ROOM 4, Methodology, Chair: Claudio Baccarani
Cronemyr, Smeds: Do Big Data Analytics lead to tampering?
Hemilä: From the hype to real business by utilizing Digital Twins in industrial services
Kern, Klute Wenig, Refflinghaus: Using agile techniques for setting up a quality management systems for startups

Session 5, ROOM 5, Banking, Tourism, Chair: Fernando Pedro
Marinkovic, Barjaktarovic Rakocevic, Tornjanski: Enhancing innovation management competencies in banking
Fuster Garcia, Lillo Banuls, Martinez Mora : Evolution of offshoring and reshoring of services in tourism: The Spanish case

1.00 - 2.00 pm Lunch

2.00 – 3.00 pm Visit of Visby

3.00 - 4.00 pm **Parallel sessions**

Session 1, ROOM 1, Tourism, Sustainability, (ONLINE), Chair: Antonella Angelini
Vargas: The development of the circular economy in the Spanish tourism industry: The role of technology startups
Wild, Cano: Organizational sustainability using Quality Management: A conceptual framework for practitioners

Session 2, ROOM 2, Methodology, Chair: Federico Brunetti
Bäckström, Ingelsson, Hasselblad: A model for creating a shared picture of customer expectations
Moura e Sa: The use of mixed methods in quality management research: a literature review

Session 3, ROOM 3, Education, Chair: Raine Isaksson
Padro: Academic freedom as both quality assurance and quality control mechanisms for universities
Raanan: Upcycling: Can it be done with Higher Education?

Session 4, ROOM 4, Methodology, Chair: Swaminathan Ramanathan
Salo, Hakanen, Rantala: Customer value creation through multi-purpose service-robot-enabled solutions
Winell: Engagement platforms: The influence of Virtual and Physical Engagement Platforms on Value, Loyalty and Word of Mouth

Session 5, ROOM 5, Education, Chair: Fothis Vouzas
Karapetrovic: Another ISO 10000+ Application: Two Courses, Years and Standards
Yfantidou, Ntobriki, Spiridopoulou, Papaioannou, Balaska: Educational tourism: A pilot study on caves at primary education

4.00 - 4.30 pm Coffee break

4.30 - 6.00 pm **Parallel sessions**

Session 1, ROOM 1, Sustainability, Chair: Alex Douglas
Cosimato, Vona: The Blue economy potential for the development of the Adriatic Marine Sustainable Entrepreneurship Ecosystem
Ramanathan, Isaksson, Rosvall: Process Based System Model (PBSM) to understand and define Dynamic Materiality and Value Accounting for sustainability reporting: A Quality for Sustainability (Q4S) Case
Martin, Baccarani, Brunetti: Sustainability and decarbonization: Can we afford it? Some implications for management

Session 2, ROOM 2, Methodology, Chair: Patricia Moura e Sa
Masili, Cerruti, Binci, Giraldi: Distributed Teams : The effectiveness of the agile approach
Navarro, Cronemyr, Huge Brodin, Sandberg: Process management and dynamic capabilities: Is there something going on?

Rantala, Hakanen, Salo: Data-driven decision-making related to future service robotics

Session 3, ROOM 3, Strategy, Chair: Stan Karapetrovic

Eriksson, Hedlund: Preventive actions in public services – a study of Skolfam

Satta, Vitellaro, Njikatoufoun, Risitano: Green strategies of port managing bodies: Empirical evidence of stakeholder prioritization in Italian ports

Papaioannou, Balaska, Yfantidou, Korionos: The impact of organizational culture on organizational commitment and innovation: Evidence from sport enterprises

Session 4, ROOM 4, Education, Chair: Maria Vicenza Ciasullo

Vouzas, Alomair, Rogmanioli: The impact of technology and distance learning on the future of education in Saudi Arabia

Tashfeen: Student development via service learning: Lessons learned

Spyridopoulou, Yfantidou, Katsoni, Koustelios: Human Resources training and development through internship programs for students

8.30 p.m. Gala Dinner at “Fimis”, Smedjegatan 17, Visby

Friday 26 August

9.00 - 10.30 am **Parallel sessions**

Session 1, ROOM 1, Strategy, Sustainability, Education, Chair: Claudio Baccarani

Martin: Could a virus save our software? Some reflections on post-coronavirus management

Ciasullo, Douglas, Ferrara: The role of digital technologies to enhance corporate sustainability, an explorative analysis in the food and beverage service sector

Papadimitriou: An exploratory study of commitment to RME as demonstrated in mission statements and websites in selected US business schools (ONLINE)

Session 2, ROOM 2, Services, Methodology, Chair: Stan Karapetrovic

Asi, Floris, Argiolas: Bridging relational asymmetry through sustainable servitization: An exploratory study

Stojanovic, Simeunovic, Tomasevic, Slovic, Jovanovic: The BPM in service oriented companies: Experience in Serbia

Rosvall, Isaksson, Ramanathan: Conceptual clarifications of the process based system model: The case of innovation in Swedish cement-based building materials

Session 3, ROOM 3, Tourism, Healthcare, Chair: Fothis Vouzas

Angelini: Sustainable tourism and Albergo Diffuso: A customer experience assessment

Polese, Carrubo, Ciasullo, Megaro: Reasoned transparency in AI systems as enabling factor of value co-creation in case of neurodegenerative diseases

Spataro, De Rosis, Vainieri: User preferences for service delivery along chronic care pathways: Results from a discrete choice experiment

Session 4, ROOM 4, Methodology, Chair: Patricia Moura e Sa

Chiarini, Cobelli, Brunetti: Smart technologies and environmental management : Exploratory research from Italy

Paul, Liu, Persson-Fishier: COVID 19 and the MICE industry: Challenges, opportunities and potential strategies

10.30 - 11.00 am Coffee break

11.00 am - 12.00 **Keynote speaker: Swaminathan Ramanathan, Deloitte**
'Quality for sustainability'
Chair: Raine Isaksson

12.00 - 12.30 pm Closing of Conference