

# 10th QMOD Conference

Quality Management and Organizational Development

*Our Dreams of Excellence*

18-20 June, 2007

Final Program



Lunds University & Linköpings University,  
Campus Helsingborg, Sweden

## Committees

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- Dr. Jens J. Dahlgaard, Linköping University, Sweden
- Dr. Su Mi Dahlgaard-Park, Lunds University, Sweden

### Conference Chair

- Dr. Jens J. Dahlgaard, Linköping University, Sweden

### Organizing Chairs

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- Dr. Anders Hallgren, President, Lund University, Campus Helsingborg, Sweden
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### Sponsors:



Özen Fruk



HELSINGBORG

## 18 June 2007, Monday

<b>Time</b>	<b>Events</b>	<b>Place</b>
09:00 - 13:00	Pre-Conference workshops	Lunds University, Helsingborg
09.00 - 14.00	Conference Registration	Lunds University, Helsingborg
13.00 - 14.00	Lunch for workshop participants	
14.00 - 14.25	Conference opening	
14.25 - 15.45	Plenary session 1	
15.45 - 16.15	Coffee break	
16.15 - 18.00	Parallel sessions 1A, 1B, 1C, 1D, 1E	
19.00 - 21.00	Welcome Reception	City Hall of Helsingborg

## 19 June 2007, Tuesday

<b>Time</b>	<b>Events</b>	<b>Place</b>
08:45 – 10.30	Plenary sessions 2a, 2b	Lunds University, Helsingborg
10.30 – 11.00	Coffee break	
11.00 – 12.45	Parallel sessions 2A, 2B, 2C, 2D, 2E	
12.45 – 14.00	Lunch	
14.00 – 15.45	Parallel sessions 3A, 3B, 3C, 3D, 3E	
15.45 – 16.15	Coffee break	
16.15 – 18.00	Parallel sessions 4A, 4B, 4C, 4D, 4E	
19.30 – 23.00	Gala Dinner and Social Program	Parapeten, Helsingborg Harbor

## 20 June 2007, Wednesday

<b>Time</b>	<b>Events</b>	<b>Place</b>
08.45 – 10.30	Plenary sessions 3a, 3b	Lunds University, Helsingborg
10.30 – 11.00	Coffee break	
11.00 – 12.45	Parallel sessions 5A, 5B, 5C, 5D, 5E	
12.45 – 14.00	Lunch	
14.00 – 15.40	Parallel sessions 6A, 6B, 6C, 6D, 6E	
15.40 – 16.05	Coffee Break	
16.05 – 17.10	Plenary session 4 and Special Kansei Engineering session	
17.10 - 17.30	Best Paper Awards, QMOD 2008	

# Conference Program

18 June 2007, Monday

14.00-14.25 Conference Opening. Room: U202

Welcoming addresses:

Anders Hallgren, Dr. Rector, Lunds University, Campus Helsingborg  
Peter Danielsson, Lord Mayor of Helsingborg,  
Jens J. Dahlgaard, Dr. Professor, conference chair:

14.25-15.45 Plenary Session 1. Room: U202

Session Chair: Dr. Su Mi Dahlgaard-Park (Sweden)

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Speakers / Authors	Title
Evert Gummesson, Professor Stockholm University, School of Business (Sweden)	Quality in the Value-Creating Network Society
Tito A. Conti, Dr. President of IAQ, Organisational Diagnosis and improvement (Italy)	The History of the European Quality Award Model – a Critical Analysis of its Strengths and Limits

15.45 - 16.15 Coffee Break

Parallel Sessions 1A. 16.15-18.00 Room: U202

Session Chair: Dr. Bo Bergman (Sweden)

Reliability, Countermeasures, Quality Excellence, Robust Design

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Speakers / Authors	Title
H.-A. Crostack, R Refflinghaus (Germany)	Quality Excellence by Simulation – an Approach in the field of Failure Management
Åke Lönnqvist (Sweden)	Evolution of Reliability thinking Countermeasures for technical issues
Martin Arvidsson, Ida Gremyr, Torben Hasenkamp (Sweden)	An operationalization of Robust Design Methodology
Pär Johannesson, Thomas Svensson, Leif Samuelsson (Sweden)	Probabilistic Variation Mode and Effect Analysis: A Case of an Air Engine Coponent

## Parallel Sessions 1B. 16.15-18.00 Room: C217

**Session Chairs: Dr. Sergey A. Stepanov & Dr. Sergey O. Shaposhnikov (Russia)**

### Regional Networks, Territorial Systems, Culture Difficulties, Benchmarking

<b>Speakers / Authors</b>	<b>Title</b>
Yoshiki AMAMOTO, Tomoo KAYABA, Kazuhiko MORI, Motohisa ONO (Japan)	A Regional Industry Promotion Project: An alliance of regional universities, institute, tech colleges and Kohsetsushi
Bruno Grancelli (Italy)	Relocation of production and knowledge in the territorial systems of Third Italy
Latifa Al-Ghatam (UK)	Difficulties Facing Arab Service Sector Organisations in Merging TQM in their Culture
Walid Zaramdini (Dubai)	Benchmarking Quality-Promoting Organizations

## Parallel Sessions 1C. 16.15-18.00 Room: U203

**Session Chairs: Dr. Choon B. Yoo (Korea) & Dr. Juozas Ruzevicius (Lithuania)**

### Quality in Health Care

<b>Speakers / Authors</b>	<b>Title</b>
Noor Hazilah Abd Manaf, Phang Siew Nooi (Malaysia)	Patient Satisfaction as an indicator of Service Quality in Malaysian Public Hospitals
Yvonne Lagrosen, Ingela Bäckström (Sweden)	Developing a measurement system for health-related quality management
Andreas Hellström, Henrik Eriksson (Sweden)	Are you viewing, mapping or managing your processes?
Alexander Komashie, Ali Mousavi, Justin Gore (UK)	A review of historical developments of quality assessment in industry and healthcare

## Parallel Sessions 1D. 16.15-18.00 Room: C218

Session Chairs: Dr. FOO Check Teck (Singapore), & Dr. Milan Hutyra (Czech Republic)

### Stakeholder Focus, Values, New Paradigms

Speakers / Authors	Title
Åsa Wreder, Peter Johansson, Rickard Garvare (Sweden)	Towards a Stakeholder Methodology – <i>Experiences from public eldercare</i>
Mikael Johnson (Sweden)	Stakeholder dialogue on quality and value creation for a sustainable public service
Major Donald K. Gates, Peter Steane (N. Zealand)	The Theology of Values in Policy Making
Clas Mellby (Sweden)	Sciences of the Artificial, Artifacts and Quality Sciences

## Parallel Sessions 1E. 16.15-18.00 Room: C224

Session Chairs: Dr. Jörgen Eklund (Sweden) & Dr. Tom Childs (UK)

### Kansei Engineering 1

Speakers / Authors	Title
Shigekazu Ishihara, Toshio Tsuchiya, Mitsuo Nagamachi, Keiko Ishihara, Tatsuo Nishino (Japan)	Kansei engineering system as a catalyst – An international empirical study
Antonio Lanzotti, Pietro Tarantino (Italy) Simon Schütte (Sweden)	Kansei Engineering Approach for Identifying “Total Quality” Elements Collecting Data for Kansei Engineering studies
Tatsuo Nishino, Mitsuo Nagamachi, Hiroyasu Okuo, Kouichi Takashi Itami (Japan)	Rough set model and its application to kansei engineering

19.00-21.00 Welcome Receptions at Helsingborg City Hall

19 June 2007, Tuesday

09.00 - 10.30 Plenary Session 2a. Room: U202

Session Chair: Dr. Jens J. Dahlgaard (Sweden)

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Speakers / Authors	Title
Lars Aagaard, Managing Director Grundfos (Denmark) European Excellence Award 2006	Learning by Doing – Winning by Involving
Palle Juliussen, HR Director Post Denmark, European Quality Prize 2006	The Journey towards Excellence

09.00 - 10.30 Plenary Session 2b. Room: U203

Session Chair: Dr. Klaus Zink (Germany)

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Speakers / Authors	Title
Dr. Mitsuo Nagamachi, Professor User Science Institute, Kyushu University (Japan)	Perspectives and new trend of Kansei / Affective Engineering
Dr. Robert E. Cole, Professor Haas School of Business, University of California (USA)	When Pursuing Quality Risks Innovation

10.30 - 11.00 Coffee Break

Parallel Sessions 2A: 11:00 – 12:45, Room: U202

Session Chairs: Dr. J. Falkheimer & Dr. Mats Heide (Sweden)

Supply Change Management, Dream Production, Strategy, Risks

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Speakers / Authors	Title
FOO Check Teck (Singapore)	Organizing dreams: Exploring futuristic manufacturing perspectives
Ulf Johansson, Åsa Thelander (Sweden)	A Standardised Approach to the World? Ikea in China
Christian Kowalkowski, Per-Olof Brehmer (Sweden)	Technology as a Driver for Changing Customer-Provider Interfaces in Industrial Service Production
Roy Andersson, Tina Ottosson (Sweden)	A Case Study: A Quality Approach to Managing Supply Chain Risks

## Parallel Sessions 2B. 11:00 – 12:45, Room: U203

Session Chair: Dr. Bo Bergman (Sweden)

### Quality Improvement in Health Care, Change Management

Speakers / Authors	Title
Andy Maun, Svante Lifvergren, Richard Lenz (Sweden)	Searching for possibilities to reduce harm to patients in medical treatment – a six sigma driven analysis
Svante Lifvergren, Alexander Chakhunashvili, Bo Bergman (Sweden)	Improving Warfarin treatment – a study using the six sigma methodology
Svante Lifvergren, Alexander Chakhunashvili, Bo Bergman (Sweden)	A Large Scale Six Sigma Program at the Hospital Group of Skaraborg
Niels Gørup Christiansen (Denmark)	Changes that succeed – a reflective paper based on experience
Waiting list: A.K. Jain, Balvir Talwar (India)	Excellence Journey of BHEL Haridwar - The Past, Present and Future

## Parallel Sessions 2C. 11.00 – 12.45 Room: C217

Session Chairs: Dr. George Bohoris (Greece) & Dr. Fumiyoshi Miyashita (Japan)

### Ethical Behavior, Excellence in Government, Action Science, Distribution Chain Traceability

Speakers / Authors	Title
Claudio Baccarani (Italy)	What does ethical behaviour mean in management activities?
M. Von Weber, O. McAfee (US)	Excellence in Government – Can We Ensure Public Accountability via Performance Excellence?
Sari Scheinberg, Dr. Sverker Alänge (Sweden)	Action Science – How researcher gender affects the research design and work approach
Björn Kvarnström (Sweden)	Developing distribution chain traceability in continuous processes - experiments in the iron ore pellets industry



## Parallel Sessions 2D. 11.00 – 12.45 Room: C218

Session Chairs: Dr. Lars Witell (Sweden) & Dr. Harry Bouwman (Netherland)

Motivation, Ergonomic Design, Job Satisfaction, Performance

<b>Speakers / Authors</b>	<b>Title</b>
Karin Schön (Sweden)	Six Sigma and Work Satisfaction Consequences
Kazutada TAKEDA (Japan)	Three Motivations on Antarctica in 1911-1912
Mesut Kumru, Pinar Kılıcogulları (Turkey)	Process Improvement through Ergonomic Design in Welding Shop of an Automotive Factory
Enrico Ciavolino (Italy)	Modelling GME and PLS estimation methods for evaluating the Job Satisfaction in the Public Sector
Enrico Ciavolino, Jens J. Dahlgaard (Italy & Sweden)	Generalized Maximum Entropy estimation method for studying the effect of the Management's Factors on the Enterprise Performances

## Parallel Sessions 2E. 11.00 – 12.45 Room: C224

Session Chairs: Dr. Anders Warell (N. Zealand) & Dr. Toshio Tsuchiya (Japan)

Kansei Engineering 2

<b>Speakers / Authors</b>	<b>Title</b>
Ricardo Hirata Okamoto, Tatsuo Nishino, Mitsuo Nagamachi (Japan)	Comparison between statistical and lower / upper approximations rough sets models for beer can design and prototype evaluation
Ebru Alikalfa, Jörgen Eklund, Mattias Elg (Sweden)	Affective Engineering Design of Waiting Areas in Swedish Health Centers
Shirley Coleman, Kathryn Smith (UK)	Data mining sales data as a pre-cursor for Kansei Engineering
Stéphanie Cardoso (Italy)	The development of the affective value in the entertaining interaction
Brian Henson, Cathy Barnes, Vassilis Agouridas, Tom Childs (UK)	Towards a Process for Synthesising Affective Surface Textures

**12.45 - 14.00 Lunch Break**

**Parallel Sessions 3A. 14.00 – 15.45 Room: C217**

**Session Chairs: Dr. Bo Edvardsson & Dr. Per-Olof Brehmer (Sweden)**

**TQM Models, Principles, Tools, Competitive Intelligence**

<b>Speakers / Authors</b>	<b>Title</b>
Juhani Anttila (Finland)	New principles, tools, and infrastructures for quality management
Åsa Rönnbäck, Lars Witell (Sweden)	The impact of quality management principles on business performance
Magnus Svensson, Peter Söderholm (Sweden)	A Holistic Model of Quality and Production
Nelson Santos António, António Teixeira (Portugal)	Strategy, Quality Management and Competitive Intelligence

**Parallel Sessions 3B. 14.00 – 15.45 Room: U202**

**Session Chairs: Dr. Ulf Johansson & Dr. Åsa Thelander (Sweden)**

**Service Quality: Customer Focus, Measurements, Improvements, Attractive Quality Creation**

<b>Speakers / Authors</b>	<b>Title</b>
Lars Witell, Martin Löfgren (Sweden)	Attractive Quality Creation through Customer Idea Generation
Alex Douglas, Jacqueline Douglas, John Davies (UK)	The Impact of Mystery Customers on Employees
Magnus Svensson, Håkan Wiklund (Sweden)	The Usage of the Customer Concept in the Service Sector – a discussion with base in educational org.
Johan Lilja, Maria Eriksson, Pernilla Ingelsson (Sweden)	Commercial Experiences from a Customer Perspective

**Parallel Sessions 3C. 14.00 – 15.45 Room: U203**

**Session Chairs: Dr. Mattias Elg (Sweden)**

**Product Development, Risk Management, Business Information  
Quality Assessment, Quality Managers in Greece**

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<b>Speakers / Authors</b>	<b>Title</b>
<b>Ralf Woll, BTU Cottbus (Germany)</b>	<b>Management in product development projects-potentialities and starting points for application of risk management.</b>
<b>Niels Gørup Christiansen (Denmark)</b>	<b>SABCube – a revolutionary compressor unit, a hyper-complex business and development project</b>
<b>Juozas Ruzevicius (Lithuania)</b>	<b>Peculiarities of the business information quality assessment</b>
<b>Vouzas Fotis, Gotzamani Katerina, Emmanouilides Christos (Greece)</b>	<b>Investigating the current status and role of Quality Managers in Greece</b>

**Parallel Sessions 3D. 14.00 – 15.45 Room: C218**

**Session Chairs: Dr. Mansoor Al Awar (Dubai) & Dr. Mohamed  
Zairi (UK)**

**Quality Management Systems in Education & SME**

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<b>Speakers / Authors</b>	<b>Title</b>
<b>Adam HAMROL (Poland)</b>	<b>Some thoughts about problems in quality management in small and medium enterprises</b>
<b>Vera V. Azaryeva, Sergey A. Stepanov, Sergey O. Shaposhnikov (Russia)</b>	<b>Quality Assurance in Russian Universities in the Context of the Bologna Process</b>
<b>Mario Tucci, Luca Cellesi (Italy)</b>	<b>Quality Management in Administrative Services of the Italian Universities</b>
<b>Fernando F. Padró (US)</b>	<b>The Spellings Commission Report: An attempt at policy determining standards of quality for American universities</b>

## Parallel Sessions 3E. 14.00 – 15.45 Room: C224

Session Chairs: Dr. Mitsuo Nagamachi (Japan)

### Kansei Engineering 3

Speakers / Authors	Title
Keiko Ishihara, Ryo Nakagawa, Shigekazu Ishihara, Mitsuo Nagamachi (Japan)	An E-commerce site to propose gift flower arrangements that fit <i>kansei</i> and social manners
Toshio TSUCHIYA (Japan)	Kansei Analysis for Package Design of Regional Product
Cathy Barnes, Tom Childs, Brian Henson, Stephen Lillford (UK)	Kansei Engineering Toolkit for the Packaging Industry
Louise Manfredi, Brian Henson, Cathy Barnes, Tom Childs (UK)	An Affective Engineering Study of Vibrational Cues and Affect When Touching Car Interiors

## 15.45 - 16.15 Coffee Break

## Parallel Sessions 4A. 16.15 – 18.00 Room: C217

Session Chairs: Dr. Stefano Barone & Dr. Enrico Ciavolino (Italy)

### Quality Function Deployment, FMEA

Speakers / Authors	Title
Harry Bouwman, Luuk Simons (Netherland)	Multi Channel QFD: a qualitative assessment
Lian-Yin Zhai, Li-Pheng Khoo, Zhao-Wei Zhong (Singapore)	Rough Fuzzy Hybridisation in Quality Function Deployment
H.-A. Crostack, I. Hackenbroich, R. Refflinghaus (Germany)	Investigations into more exact weightings of customer demands in QFD
Stefan Ott, Petra Winzer (Germany)	Cultivating Knowledge methodically: Improving analysis resolution with DeCoDe and FMEA

## Parallel Sessions 4B. 16.15 – 18.00 Room: U203

Session Chairs: Dr. Ralf Woll (Germany) & Dr. Bruno Grancelli (Italy)

### Quality Management Systems, Diffusion, Problems

Speakers / Authors	Title
Fiorenzo Franceschini, Maurizio Galetto, Luca Mastrogiacomo, Luciano Viticchiè (Italy)	Diffusion of ISO 9000 and ISO 14000 certification: an analysis of Italian commodity sectors.
Bozena Poksinska (Sweden)	ISO 9000 is not an economic disease
George A. Bohoris, Evanthia P. Vorria (Greece)	Leadership vs Management - A Business Excellence / Performance Management view
Mansoor Al Awar (Dubai)	Evolution of Quality Vision – A Dubai Police Force Case Study

## Parallel Sessions 4C. 16.15 – 18.00 Room: U202

Session Chairs: Dr. Juhani Anttila (Finland) & Dr. Walid Zaramdini (Dubai)

### Corporate Social Responsibility, Sustainability, Stakeholder Focus

Speakers / Authors	Title
Bo Enquist, Bo Edvardsson Samuel Petros Sebathu (Sweden)	Corporate Social Responsibility for Charity or for Service Business?
Dr. Juozas Ruzevicius, Dalius Serafinas (Lithuania)	Socially responsible business: a study of Lithuanian organizations
Sverker Alänge, John Holmberg, Ulrika Lundqvist (Sweden)	Strategies and Practices for Sustainability: Experiences from Firm Level
Alain Lepage (France)	The Quality of Life model as attribute of the sustainability concept

**Parallel Sessions 4D. 16.15 – 18.00 Room: C218**

**Session Chairs: Dr. Alex Douglas (UK) & Dr. Salvatore La Rosa (Italy)**

**TQM, Lean Production, & Shared Values in Services**

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<b>Speakers / Authors</b>	<b>Title</b>
Mattias Elg, Nan Li, Jörgen Eklund (Sweden) Maria Eriksson, Pernilla Ingelsson, Johan Lilja (Sweden) Per- Olof Brehmer (Sweden)	The diffusion of lean production: a literature study Achieving shared values – Learning from Disney Lean Initiative in Logistics Service Providers: Application and Implementation Issues
Klara Palmberg (Sweden)	How organisations can apply lean principles on service production

**Parallel Sessions 4E. 16.15 – 18.00 Room: C224**

**Session Chairs: Dr. Shigekazu Ishihara (Japan)**

**Kansei Engineering 4**

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<b>Speakers / Authors</b>	<b>Title</b>
Toshio Sakata, Shigeki Watanuki, Hiroyasu Sakamoto, Toshio Sumi (Japan)	Objective evaluation of Kansei by a complementary use of physiological indexes, brain wave and facial expressions for user oriented designs
Genki MURAYAMA, Shohei KATO, Hidenori ITOH, Tsutomu KUNITACHI (Japan)	An EEG-and-HRV-based approach to relationships between pulse and musical tempo, and effect on relaxation
Shyan-Bin Chou (Taiwan)	A method for evaluating creativity in Linkography
Luis Almagro, Irene Subirats, Dr. Xavier Tort-Martorell (Spain)	Methods for linking the semantic space and the space of properties in KE
Rilda Schütte (Sweden)	Affective impact of warning-signs

**19.30-23.00 Gala Dinner at Parapeten, Helsingborg Harbour**

20 June 2007, Wednesday

09.00 - 10.30 Plenary Session 3a. Room: U202

Session Chairs: Dr. Sverker Alänge & Dr. Sari Scheinberg  
(Sweden)

Speakers	Title
Klaus J. Zink, Professor, Dr. University of Kaiserslautern (Germany)	From Total Quality Management to Corporate Sustainability based on a Stakeholder Management
Bengt Klefsjö, Professor, Dr. Luleå University of Technology, (Sweden)	Quality Management and Business Excellence, Customers and Stake- holders

09.00 - 10.30 Plenary Session 3b. Room: U203

Session Chair: Dr. Claudio Baccarani & Tito Conti (Italy)

Speakers	Title
Verner C. Petersen, Professor, Dr., Aarhus School of Business, (Denmark)	Through the distorting looking glass of modern management theory
Ron S. Kenett, CEO / Professor KPA Ltd, Israel/ Univ. of Torino, (Italy)	On creating meaningful engagements in statistical consulting

10.30 - 11.00 Coffee Break

Parallel Sessions 5A. 11.00-12.45 Room: C217

Session Chairs: Dr. Petra Winzer (Germany) & Dr. Vouzas Fotis  
(Greece)

Quality Costs, Customer Value, Continuous Improvements

Speakers / Authors	Title
Amalia Vanacore (Italy)	QIC Analysis: A tool to manage the continuous quality improvement process
Djoko Setijono (Sweden)	Customer Value: knowledge, sustainability, and transformation
İnci Şentarlı (Turkey)	Quality Cost Modeling Process for Production Systems
İnci Şentarlı (Turkey) Adnan Erdursun, Deha Çaman	Development of a Database Management System Design Involving Quality Costs

## Parallel Sessions 5B. 11.00-12.45 Room: C218

Session Chair: Dr. Ron S. Kenett (Israel) & Jaw-sin Su (Taiwan)

### Design of Experiments, Robust Design

<b>Speakers / Authors</b>	<b>Title</b>
Erik Vanhatalo, Kerstin Vännman, Gunilla Hyllander (Sweden)	A designed experiment in a continuous process
Shu Yamada (Japan)	Quality management in digital engineering - Application of design of experiments to computer simulation study
Antonio Lanzotti, Amalia Vanacore (Italy)	Robust Ergonomic Design of a Video Display Terminal Work Station in Virtual Environment
Antonio Lanzotti, Amalia Vanacore (Italy)	An efficient and easy discretizing method for the treatment of noise factors in Robust Design

## Parallel Sessions 5C. 11.00-12.45 Room: U202

Session Chairs: Dr. Xavier Tort-Martorell (Spain) & Dr. Adam Hamrol (Poland)

### Leadership, Quality Management, Strategy, Crisis Communication, Conflict Solving

<b>Speakers / Authors</b>	<b>Title</b>
Ingela Bäckström, Pernilla Ingelsson, Håkan Wiklund (Sweden)	Learning from Chaos - Is new leadership behavior within Quality Management a necessity for adapting it to the future?
Maurice Bäsler, Alexandra Rese, Ralf Woll, Marit Eckert (Germany)	Designing group experiments to analyse the effectiveness of marketing and quality management methods for conflict solving.
Jesper Falkheimer, Dr. Mats Heide (Sweden)	Crisis Communication – to Improvise During Chaos
Sverker Alänge, Annika Steiber (Sweden)	Diffusion of Quality Management An empirical test of an analytical framework



## Parallel Sessions 5D. 11.00-12.45 Room: U203

Special Ph.D candidates session

Chair: Dr. Håkan Wiklund (Sweden)

Organiser: Loukas N. Anninos (Greece)

### Quality in Higher Education – International Cases

Speakers / Authors	Title
Loukas N. Anninos	The Archetype of Excellence in Universities and TQM
Cleopatra Deliou	Quality Standards and Reputation in HE - The Greek University Experience
Petros K. Dounos, George A . Bohoris	Exploring the interconnection of known TQM process improvement initiatives in Higher education with key CMMI concepts
Konstantinos Giziakis, Chrysa Agapitou	Enhancing Quality in Higher Education: The case of the University of Piraeus Careers Office- Entrepreneurship Service
Loukas N. Anninos	University Performance Evaluation Approaches: The Case of Ranking Systems

## Parallel Sessions 5E. 11.00-12.45 Room: C224

Session Chairs: Dr. Shin'ya Nagasawa (Japan) & Dr. James Longstaff (UK)

### Kansei Engineering 5

Speakers / Authors	Title
Per Kristav, Lena Sperling, Anders Warell (Australia)	Towards An Internet Based Visual Tool for Communication with Consumers in Early Phases of Product Development Process
Eiichi ENDO, Teruko OHBA, Masayuki KUMAGAI, Mie SATO, Masao KASUGA (Japan)	A proposal of support system for product development in pickles on <i>Kansei</i> engineering
Mirja Kälviäinen (Finland)	User experience capturing through Make Do innovation sessions
Andreas Nordgren, Hideki Aoyama (Japan)	Mesh-based 3D-design Spaces for Complex Shapes in Kansei Engineering

**12.45 - 14.00 Lunch Break**

**Parallel Session 6A. 14.00 – 15.40 Room: U202**

**Session Chairs: Dr. Shu Yamada (Japan) & Dr. Bozena Poksinska (Sweden)**

**VPE, Lean Six Sigma Design, Quality Capability**

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<b>Speakers</b>	<b>Title</b>
Anders Warell (Australia)	Visual experience of brand-specific automobile design: Studying appreciation, emotion and comprehension using the VPE framework
Young H. Park, Choon B. Yoo (Korea)	A Study of Creative Value Design based on Lean DFSS
Jean-Baptiste Fouquet, Ida Gremyr (Sweden)	Design for Six Sigma and Lean Product Development - Differences, Similarities and Links
Sebastian Schlund, Stefan Ott (Germany)	Method Integration to enhance the Quality Capability of the Product Development Process

**Parallel Sessions 6B. 14.00 – 15.40 Room: C217**

**Session Chairs: Dr. Antonio Lanzotti & Dr. Amalia Vanacore (Italy)**

**Control Charts, Game Theory, Regression Model, Organisational Change**

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<b>Speakers / Authors</b>	<b>Title</b>
Darja Noskiewiřová (Czech Republic)	Control Chart Limits Setting when Data are Auto-correlated
Adam HAMROL, Agnieszka KUJAWIŃSKA (Poland)	New method of control charts analysis
Jaw-Sin Su, Juei -Yang Su (Taiwan)	Apply Grid in Design to Bayes' Procedure of Game Theory
Debora D'Avino, Pasquale Erto (Italy)	A piecewise regression model for identifying the strategic inflection point for organizational change

## Parallel Sessions 6C. 14.00 – 15.40 Room: U203

Session Chairs: Dr. Alain Lepage (France) & Dr. Fernando Padro (US)

### Quality in Higher Education, Libraries

<b>Speakers / Authors</b>	<b>Title</b>
Stefano Barone, Eva Lo Franco (Italy)	Teaching Experiments and Student Feedback
Salvatore La Rosa, Eva Lo Franco (Italy)	Quality Education in Italian universities: the state of the art
Milan Hutyra (Czech Republic)	The way from Quality management system to Excellence at the university environment
Anette Hallberg (Sweden)	Prerequisites for quality improvements in the library

## Parallel Sessions 6D. 14.00 – 15.40 Room: C218

Session Chairs: Dr. Bo Enquist (Sweden) & Dr. Nelson Antonio (Portugal)

### Quality Consulting, Teamwork and Knowledge Management

<b>Speakers</b>	<b>Title</b>
Juozas Ruzevicius, Dalius Serafinas (Lithuania)	The study of quality consulting business peculiarities in Lithuania
Fumiyoshi Miyashita, Miku Katsuda, Tsutomu Izui (Japan)	Effect of face to face type information sharing and motivation of an employee on an organizational effectiveness
Manuel F. Suárez-Barraza, Tony Lingham (Spain)	Kaizen within Kaizen Teams: Continuous and Process Improvements in a Spanish municipality
Beata STARZYŃSKA (Poland)	Knowledge Conversion in Teamwork with usage of Quality Tools

**Parallel Sessions 6E. 14.00 – 15.40 Room: C224**

**Session Chairs: Dr. Tatsuo Nishino (Japan) & Dr. Simon Schütte, (Sweden)**

**Kansei Engineering 6**

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<b>Speakers</b>	<b>Title</b>
Anitawati, M.L., Nor Laila, M. N. Mitsuo Nagamachi	Kansei Engineering: A study on Perception of Online Clothing Websites
Parul Nanda, Jeff Bos, Kem-Laurin Kramer, Catharine Hay, Jennifer Ignacz (UK)	Effect of SmartPhone Aesthetic Design on Users' Emotional Reaction: An Empirical Study
Xiaojuan Chen, Brian Henson, Cathy Barnes, Tom Childs (UK)	A Factorial Design Experiment in Affective Combination of Visual and Tactile Stimuli in the Context of Keypads
James Longstaff, Alison McKay, Tom Childs, Rachid Gamal, (UK)	Design for Affect: A case study in the design for confectionery packaging

**15.40 - 16.05 Coffee Break**

**16.05 - 17.10 Plenary Session 4. Room: U202**

**Session Chair: Dr. Young H. Park (Korea)**

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<b>Speakers</b>	<b>Title</b>
Bo Edvardsson, Professor, Dr Karlstad University (Sweden)	Creating and Test-driving Service Experiences Prior to Purchase and Consumption
Shin'ya Nagasawa, Professor, Dr. Waseda University (Japan)	Customer Experience Management Influencing on Human <i>Kansei</i> to MOT

**16.05 - 17.10 Special Kansei Engineering Session. Room: U203**

**Session Chair: Dr. Mitsuo Nagamachi (Japan)**

<b>Speakers / Authors</b>	<b>Title</b>
Mitsuo Nagamachi, Tatsuo Nishino, Hiroyasu Okuo, Kouichi Ito, Takashi Itami	An application of kansei engineering and rough set model to designing a comprehensive ball pen
Mitsuo Nagamachi, Ryoichi Satsuta, Mika Uematsu, Shigeru Sugihara	Design of a car floor carpet using Kansei Engineering approach
Shigekazu Ishihara, Mitsuo Nagamachi, Keiko Ishihara	Analyzing Kansei and design elements relations with PLS
Shigekazu Ishihara, Keiko Ishihara	Morphometrics and Kansei Engineering

**17.10 - 17.30 Closing Plenary Session. Room: U202**

**Session Chair: Jens J. Dahlgaard, Conference Chair (Sweden)**

<b>Speakers</b>	<b>Title</b>
Dr. Su Mi Dahlgaard-Park Conference Organisational Chair (Sweden)	Best Paper Awards QMOD 2008 Announcement Conference Close

# First European Conference on Affective Design and Kansei Engineering

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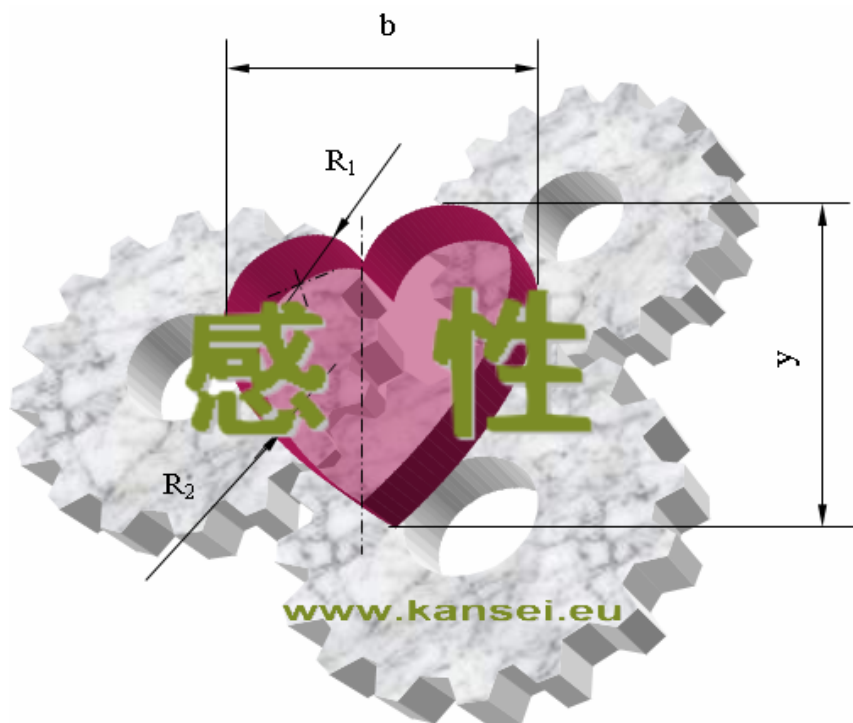
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