



international conference
quality and service sciences

12th QMOD and Toulon-Verona Conference

27 – 29 August 2009

CONFERENCE PROGRAMME

Organised by

Lund University, Sweden
Linköping University, Sweden
Verona University, Italy
Toulon University, France

Hosted by Verona University

SCIENTIFIC PROGRAMME

Thursday 27

- 12.00 - 2.00 p.m. Registration & Welcome Coffee
- 2.00 - 3.30 p.m. Opening Plenary Session
- Conference Opening and Welcome address:**
- Prof. Claudio Bacarani, Verona University
- Prof.ssa Bettina Campedelli, Pro Rector of Verona University
- Prof. Jens J. Dahlgaard, Linköping University
- Dr. Jacques Martin, Toulon-Var University
- Plenary Session**
- Integrated Procedure for Quality Management, Noriaki Kano*
Professor Emeritus, Tokyo University of Science, Japan
- Chairperson: Prof. Su Mi Dahlgaard Park, Lunds University, Sweden**
- 3.30 - 5.00 p.m. **Parallel sessions**
- 5.00 - 5.30 p.m. Coffee break
- 5.30 - 7.00 p.m. **Parallel sessions**
- 8.30 p.m. Standing Dinner and Welcome Concert at Chioistro S. Maria delle Vittorie
Faculty of Economics

Friday 28

- 9.00 - 10.30 a.m. **Plenary session**
- Quality by Heart, Cornelis Versluis*
Senior Director of Global Quality, LEGO Group
- Chairperson: Prof. Jens J. Dahlgaard, Linköping University, Sweden**
- 10.30 - 11.00 a.m. Coffee break
- 11.00 - 1.00 p.m. **Parallel sessions**
- 1.00 - 2.30 p.m. Lunch
- 2.30 - 4.00 p.m. **Parallel sessions**
- 4.00 - 4.30 p.m. Coffee break
- 4.30 - 6.30 p.m. **Parallel sessions**
- 8.00 p.m. Gala Dinner at Villa Arvedi

Saturday 29

SCIENTIFIC PROGRAMME

9.00 - 10.30 a.m.

Plenary session

Management in the future world

Panel with **Bo Bergman** - Chalmers University, Sweden
Alan Brown - Edith Cowan University, Australia
Amnon Caspi - Bar-Ilan University, Israel
Matteo Colaninno - Gruppo Piaggio, Italy
Alberto De Toni - University of Udine, Italy
Noriaki Kano – Tokyo Science University, Japan
Antonio Motteran- Carpené MalvoltiItaly

Chairperson: Dr. Jacques Martin, Toulon-Var University, France
Prof. Claudio Baccarani, Verona University, Italy

10.30 - 11.00 a.m.

Coffee break

11.00 - 1.00 p.m.

Parallel sessions

1.00 - 1.30 p.m.

Closing plenary session

Best Paper Awards:
Prof. Su Mi Dahlgaard Park, Sweden

Chairperson: Prof. Jens J. Dahlgaard, Sweden

Parallel sessions will take place in the following lecturehalls of the Faculty of Economics:

A, B, C, D, H, MENEGAZZI

Thursday 27 August - afternoon

SCIENTIFIC PROGRAMME

- 12.00 - 2.00 p.m. Registration & Welcome Coffee
- 2.00 - 3.30 p.m. Opening Plenary Session (Lecture-hall A)
- Conference Opening and Welcome address:**
- Prof. Claudio Bacarani, Verona University
- Prof.ssa Bettina Campedelli, Pro Rector of Verona University
- Prof. Jens J. Dahlgaard, Linköping University
- Dr. Jacques Martin, Toulon-Var University
- Plenary Session**
- New perspectives in service quality, Noriaki Kano*
- Professor Emeritus, Tokyo University of Science, Japan
- Chairperson: Prof. **Su Mi Dahlgaard Park**, Lunds University, Sweden
- 3.30 - 5.00 p.m. **Parallel sessions 1**
- 5.00 - 5.30 p.m. Coffee break
- 5.30 - 7.00 p.m. **Parallel sessions 2**
- 8.30 p.m. Standing Dinner and Welcome Concert at Chioistro S. Maria delle Vittorie

Thursday 27 August - Parallel session 1

SCIENTIFIC PROGRAMME

3.30 p.m. - 5.00 p.m.

A	Management Approach and Development, Chairperson: Alan Brown, Australia
	<p style="text-align: center;"><i>Alkalay Yuri, Jadvok Georgi</i> Developing leaders for organizational excellence</p> <p style="text-align: center;"><i>Branowski Mariusz</i> A measurement of the resemblance between expected and obtained attributes and outcomes of chosen consulting services</p> <p style="text-align: center;"><i>Bredtmann Jennifer</i> Classification of innovative networks</p> <p style="text-align: center;"><i>Brunetti Federico</i> New enterprise models: trial runs of “capitalism with a human face”</p>

LECTURE HALL

B	Quality Management, Chairperson: Mattias Elg, Sweden
	<p style="text-align: center;"><i>Bäsler Maurice, Ralf Woll</i> Model for Evaluation the Economic Importance of Quality Management Tasks for Product Development Projects</p> <p style="text-align: center;"><i>Boström Per Staffan</i> Exploring Sustainable Competitive Advantage, Modelling Structural Linkages between Resource Based Theory, Dynamic Capabilities and Sustainable Competitive Advantages – A perspective of European Excellence Model</p> <p style="text-align: center;"><i>Cappelli Lucio, Guglielmetti Roberta, Mattia Giovanni, Merli Roberto, Renzi Maria Francesca</i> A set of statistical techniques to implement continuous improvement: outcomes of a citizen’s satisfaction survey</p> <p style="text-align: center;"><i>Elg Mattias, Gremyr Ida, Hellström Andreas, Witell Lars</i> The Agenda of Quality Managers</p>

C	Innovative Approach in Education, Chairperson: Marta Ugolini, Italy
	<p style="text-align: center;"><i>Akbar Uzma</i> Re-defining the Quality Indicators in Harmony with National Inspiration. A case study of Pakistani Technical Education</p> <p style="text-align: center;"><i>Anninos Loukas, Chytiris Leonidas</i> The quest for excellence in business education: between innocence and greed</p> <p style="text-align: center;"><i>Ciancimino Elena, Lopez Campos Mónica, Cannella Salvatore</i> ALTA project: the e-learning experience</p> <p style="text-align: center;"><i>Fitzpatrick Maeve, Camps Oriol, Murphy Eamonn, Coughlan Dermot, Sujak-Cyruł Barbara, Olejnik Monika, Bohoris George, Petersen Jostein, Tome Juan Pablo</i> Quality Training in Europe: Current Situation, Future Challenges and e-Learning Opportunities</p>

SCIENTIFIC PROGRAMME

LECTURE HALL

D	Public Administration and Services, Chairperson: Anne Martensen, Denmark
	<p><i>Abdurab Adi, Durrani Rabia, Yasser Ahmed Ammar</i> Analysis of Cost of Poor Quality in Public Sector Development Agency. A case study of Capital Development Authority, Pakistan</p> <p><i>Akhtar Abdussalam, Phatak Sohail Ahmad, Khan Aftab Ali, Hayat Farah, Sajid Ali</i> Process re-engineering hindrances in public sector organizations of Pakistan</p> <p><i>Camén Carolina</i> Service quality in contracts - An analysis service quality in public tendering contracts</p> <p><i>Camén Carolina, Gottfridsson Patrik</i> How can relationships in a public procurement setting be managed to achieve a high quality service?</p>
H	Higher Education, Chairperson: Fernando Padro, US
	<p><i>Agapitou Chrysa, Tampouri Sofia, Bouchoris Petros, Georgopoulos Nikolaos</i> Undergraduate entrepreneurship education in Greece</p> <p><i>Álvarez Suárez Alberto, López Cabana Miguel Ángel, Martí Flórez Ramiro, Alonso Álvarez Javier</i> University services quality evaluation in accordance with the EFQM model at the university of Oviedo</p> <p><i>Aquilani Barbara, Lovari Alessandro</i> Social networks and university communication. Is facebook a new opportunity? An Italian exploratory study</p> <p><i>Bugandwa Mungu Akonkwa Deogratias</i> Is market orientation a relevant strategy for higher education institutions? Context analysis and research agenda</p>
M E N E G A Z Z I	Organizational Development, Chairperson: Bozena Poksinska, Sweden
	<p><i>Ali Azfar, Shamshad Tahir, Sajid Ghazala, Ishaque Azam</i> Impact of Ethical Practices on Profit & Growth: A Case Study of Pakistani Food Business</p> <p><i>Alänge Sverker, Steiber Annika</i> The Role of the Board of Directors in Sustaining Major Organizational Change Programs. An empirical analysis of TQM, TPS and Lean change programs</p> <p><i>Carlgren Lisa, Alänge Sverker, Kumar Nils</i> The case of a missed opportunity? A closer look at how industrial design skills could help companies create customer satisfaction</p> <p><i>Cesarotti Vittorio, Spada Caterina</i> The impact of employee engagement on corporate sustainability in the service sector</p>

SCIENTIFIC PROGRAMME

Thursday 27 August - Parallel session 2

5.30 p.m. - 7.00 p.m.

LECTURE HALL

A	Management Approach and Development, Chairperson: Walter Tucker, USA
	<p style="text-align: center;">Castellani Paola Integration between Enterprises and Innovation Development. The Experience of Technology Park of Navacchio</p> <p style="text-align: center;">Consoli Riccardo Designing incentive mechanisms: supporting knowledge sharing in the social networking sites</p> <p style="text-align: center;">Dounos Petros, Bohoris George The stabilization of the alignment process between business and information technology perspectives through the use of a process integration methodology</p> <p style="text-align: center;">Ericsson Evelina, Gustafsson Pia, Lilliesköld Joakim, Sörqvist Lars DFSS – evolution or revolution? A study of critical effects related to successful implementation of DFSS</p>
	Quality Management, Chairperson: Ralf Woll, Germany
B	<p style="text-align: center;">Galetto F. The Pentalogy, ... beyond</p> <p style="text-align: center;">Garengo Patrizia, Biazzo Stefano The implementation of balanced scorecard: an action research approach</p> <p style="text-align: center;">Lieb H., Vetter S., Nielen A., Schmitt R. Schlick C. M. Motivating Quality Management – a Synergy of Quality Management Systems and Motivational Systems</p> <p style="text-align: center;">Ljungblom Mia, Isaksson Raine Leadership and employee commitment for quality management - A critical analysis of quality management literature</p>
	Innovative Approach in Education, Chairperson: Tomohiko Sakao, Sweden-Japan
	<p style="text-align: center;">Goliński Marek, Szafranski Maciej, Więcek-Janka Ewa, Bondarowska Karolina Monitoring of effectiveness and quality of education and forecasting the adjustment of education system to the needs of the labor market</p> <p style="text-align: center;">Karavasilis Ioannis, Zafiropoulos Kostas, Vrana Vasiliki Investigating total quality management through e-governance practices. The case of regional primary and secondary education administrations</p> <p style="text-align: center;">Kauppila Osmo, Jokinen Tauno, Kujala Jaakko Reducing study process throughput time: data analysis from a student perspective</p> <p style="text-align: center;">Drummond Siobhan Volunteering: improving the quality of the learning experience – A literature review</p>

SCIENTIFIC PROGRAMME

D	Public Administration and Services, Chairperson: Salvatore La Rosa, Italy
	<p><i>Cappelli Lucio, Guglielmetti Roberta, Mattia Giovanni, Merli Roberto, Renzi Maria Francesca</i> Peer evaluation as a tool to develop benchmarking in the public administrations: a survey to identify a common training scheme</p> <p><i>Cappelli Lucio, Guglielmetti Roberta, Mattia Giovanni, Merli Roberto, Renzi Maria Francesca</i> The experimental phase of a general Customer Satisfaction management model for on line services supplied by public administrations: methodology and outcomes</p> <p style="text-align: center;"><i>Enquist Bo</i> Is it possible to build a service business culture for Public Service? Analysing the Pressure of Culture Change driven by Goods and respectively Service Logic in Swedish Public Transport Industry</p> <p style="text-align: center;"><i>Fellesson Markus, Åberg Annika</i> Adding Customer Value through Social Responsibility: the case of public housing</p>

LECTURE HALL

H	Higher Education, Chairperson: Yossi Ranaan, Israel
	<p style="text-align: center;"><i>Hutyra Milan</i> Monitoring and Measurement in the Management System of the University</p> <p style="text-align: center;"><i>Kuzmanoska Irena</i> Shift in balance of governance arrangements with respect to higher education institutions - from safety to where?</p> <p style="text-align: center;"><i>Martone Rosalba Filosa</i> E-learning: a chance to reshape degree course's didactic offer</p> <p style="text-align: center;"><i>Mazzei Alessandra</i> Online Learning Communities in Higher Education. A Students' Based Analysis of Advantages and Implications</p>

M E N E G A Z Z I	Organizational Development, Chairperson: Gabriele Hoeborn, Germany
	<p style="text-align: center;"><i>Chytiri Paraskevi Alexandra, Soltani Ebrahim</i> The linkage between Relationship Marketing and Human Resource Management in the internal corporate environment-Relationship Marketing as tool towards employee and organisational performance assessment</p> <p style="text-align: center;"><i>Crostack Horst-Artur, Kern Christian, Refflinghaus Robert</i> The suitability of Kano's method for the requirements of the cutlery industry</p> <p style="text-align: center;"><i>Din Shuja Ud, Shamshad Tahir, Sajid Ali, Razik Saiqa</i> Comparative Analysis of Employee Satisfaction at Foreign Vs Local Banks in Pakistan and its Impact on Quality of Service</p> <p style="text-align: center;"><i>Grønholdt Lars, Martensen Anne</i> Development of leadership surveys: link to key performance results</p>

SCIENTIFIC PROGRAMME

Friday 28 August

- 9.00 - 10.30 a.m. **Plenary session** (Lecture-hall A)
Quality by Heart, Cornelis Versluis
Senior Director of Global Quality, LEGO Group
Chairperson: Prof. **Jens J. Dahlgaard**, Linköping University, Sweden
- 10.30 - 11.00 a.m. Coffee break
- 11.00 - 1.00 p.m. **Parallel sessions 1**
- 1.00 - 2.30 p.m. Lunch
- 2.30 - 4.00 p.m. **Parallel sessions 2**
- 4.00 - 4.30 p.m. Coffee break
- 4.30 - 6.30 p.m. **Parallel sessions 3**
- 8.00 p.m. Gala Dinner at Villa Arvedi

SCIENTIFIC PROGRAMME

Friday 28 August – Parallel session 1

11.00 p.m. - 1.00 p.m.

LECTURE
HALL

A	Management Approach and Development, Chairperson: Walter Tucker Usa
	<p>Garengo Patrizia, Bititci Umit Performance management process in SMEs: a maturity model based on literature and practice</p> <p>Giaretta Elena Science and technology parks, innovation and competitiveness: a theme “in search of an author”</p> <p>Heras Iñaki, Arana German, Molina-Azorín José Francisco Motivations and benefits for implementing the green global standard</p> <p>Hoeborn Gabriele, Bredtmann Jennifer Networks and Entrepreneurship – Gender Aspects</p> <p>Hoeborn Gabriele, Bredtmann Jennifer Security assurance - risk analysis as a methodology to answer foresight and scenario questions to support networks and their interoperability</p> <p>Kamyysi Konstantina, Gotzamani Katerina, Georgiou C. Andreas, Andronikidis Andreas Integrating deahp and deanp into the quality function deployment</p>
B	Quality Management, Chairperson: Lars Gronholdt, Denmark
	<p>Martensen Anne, Grønholdt Lars How quality and service drive brand equity</p> <p>Nagasawa Shin'ya <i>Kansei</i> and <i>kansei</i> value: Japanese view</p> <p>Øgland Petter Implementing continuous improvement using genetic algorithms</p> <p>Olausson Daniel, Swartling Dag Improvements vs. resource consumption: on the impact of continuous improvement approach</p> <p>Pettersen Jostein, Poksinska Bozena, Elg Mattias, Eklund Jörgen, Witell Lars Quality Management in Swedish Industry: Concepts, Practices and Knowledge Base</p> <p>Poksinska Bozena, Pettersen Jostein, Elg Mattias, Eklund Jörgen, Witell Lars Quality Improvement activities in Swedish industry: drivers, approaches and outcomes</p>

SCIENTIFIC PROGRAMME

LECTURE HALL

C	Health, Chairperson: Bo Bergman, Sweden
	<p style="text-align: center;"><i>Andersson Ann-Christine, Elg Mattias, Idvall Ewa, Perseius Kent-Inge</i> Towards an empirically defined taxonomy for health care improvement projects in a county council in Sweden</p> <p style="text-align: center;"><i>Antunes Glória, Pires António, Machado Virgilio</i> Influence of process management in organisational performance: an empirical study in social area</p> <p style="text-align: center;"><i>Astala Liisa, Ora-Hyytiäinen Elina</i> Developing electronic documentation of nursing care</p> <p style="text-align: center;"><i>Baldantoni E., Allegretti MG, Barelli P., Bianchi R., Franceschini C., Ianeselli F., Mammarella R., Torri E., Debiasi F.</i> Patient safety and medication management: folie à deux?</p> <p style="text-align: center;"><i>Baldantoni E., Allegretti MG, Barelli P., Bianchi R., Franceschini C., Ianeselli F., Mammarella R., Torri E., Debiasi F.</i> Patient safety and surgical procedures: is the time right for a time-out?</p> <p style="text-align: center;"><i>Bertezene Sandra, Martin Jacques</i> For a strategy of adaptation of competences and practices to social and medical activities</p>
D	Public Administration and Services, Chairperson: Federico Testa, Italy
	<p style="text-align: center;"><i>Cassia Fabio, Magno Francesca</i> Public Services Co-Production: Exploring the role of Citizen Orientation</p> <p style="text-align: center;"><i>Cavallone Mauro</i> The marketing of public services: a compared double analysis of the citizens' expectations</p> <p style="text-align: center;"><i>Khattak Sajid, Sajid Ali</i> E-Government as a Tool to Improve Quality of Government Services for Common Man</p> <p style="text-align: center;"><i>Kiauta Marko</i> Unlocking of hidden potentials in public sector: demands development of new meaning of terms: Quality, Quality Management, Quality Management System</p> <p style="text-align: center;"><i>Knezevic Danka, Zivkovic Nedeljko, Janicijevic Ivan, Puric Aleksandra</i> Contribution to the strategy of sustainable community development</p> <p style="text-align: center;"><i>Lindskog Helena, Brege Staffan, Brehmer Per Olof</i> Can Electronic Procurement Increase the Quality and Efficiency of Public Procurements?</p>

SCIENTIFIC PROGRAMME

LECTURE HALL

H	Higher Education, Chairperson: Marino Alberto, Italy
	<p><i>Padró Fernando</i> The debate over the self-study and peer review in higher education quality assurance: transitioning toward quality control from the outside</p> <p><i>Papadimitriou Antigoni, Westerheijden Don</i> Market orientation and adoption of quality management tools in Greek universities</p> <p><i>Pencarelli Tonino, Cini Daniela, Splendiani Simone</i> Quality and Value in University Services: the Experience of the Placement Service at the University of Urbino "Carlo Bo"</p> <p><i>Raanan Yossi</i> Excellence in Higher Education – Can We Recognize It?</p> <p><i>Serafinas Dalius, Marcinkas Albinas, Ruzevicius Juozas</i> The study of universities management improvement</p>
M E N E G A Z Z I	Organizational Development, Chairperson: Milan Hutyra, Czech
	<p><i>Iacovone Laura</i> Excellences in Internal Marketing Approach: human resource management as source of competitive advantages</p> <p><i>Isaksson Raine, Taylor Neil</i> Drivers for sustainability–Making better use of cement in Dar es Salaam</p> <p><i>Kureshi Nadeem, Qureshi Faheem, Sajid Ali</i> Current Health of Quality Management Practices in Pakistani SME</p> <p><i>Lepage Alain</i> Trustworthiness and confidence outcomes from trust and distrust processes in organizations</p> <p><i>Moyes David</i> Where next for rural SME service quality?</p> <p><i>Polese Francesco, Russo Giuseppe, Carrubo Luca</i> Service logic, value co-creation and networks: three dimensions fostering inter-organisational relationships: competitiveness in the boating industry</p>

SCIENTIFIC PROGRAMME

Friday 28 August – Parallel Session 2

2.30 - 4.00 p.m.

A	Management Approach and Development, Chairperson: Marko Kiauta, Slovenia
	<p style="text-align: center;"><i>Karwasz Anna, Kujawinska Agnieszka</i> Product assessment method with respect to disassembly</p> <p style="text-align: center;"><i>Lahidji Bob, Tucker Walter: Why Lean Manufacturing Fails</i> A Meta-Analysis of Field Studies</p> <p style="text-align: center;"><i>Lanzotti Antonio, Matrone Giovanna, Massimo Salvatore</i> Improving design through VMEA method</p> <p style="text-align: center;"><i>Lepore Antonio, Palumbo Biagio</i> Quantifying Process Capability Indices: decision-making and graphical approach</p>

LECTURE HALL

B	Quality Management, Chairperson: Shu Yamada, Japan
	<p style="text-align: center;"><i>Rukh Shah, Sajid Ali, Mahmood Shahid, Khalid Maheen</i> Cost of Poor Quality in Construction Industry</p> <p style="text-align: center;"><i>Sakao Tomohiko</i> A View of Service, Quality, and Value for Sustainability</p> <p style="text-align: center;"><i>Simeoni Francesca</i> Quality of information, data comparability over time and managerial use of the results: a comparison of research methodologies</p> <p style="text-align: center;"><i>Zaramdini Walid</i> Operational Benefits and Success Factors of ISO 9001: 2000 Implementation in Morocco</p>

C	Health, Chairperson: Enrico Baldantoni, Italy
	<p style="text-align: center;"><i>Cano Michele, Moore Carol, Kourouklis Athanassios</i> Lean Principles in Service Delivery Improvements: a Health care case study</p> <p style="text-align: center;"><i>Cobelli Nicola</i> Patients' perceptions and attitudes towards a medicine review service</p> <p style="text-align: center;"><i>Garner Wendy, Martin Steve</i> A Planning and Control Tool for Managing Flow in a Lean Healthcare Environment</p> <p style="text-align: center;"><i>Gremyr Ida, Chakhunashvili Alexander, Gideberg Anette, Gustavsson Susanne, Lifvergren Svante</i> Design for Six Sigma in Healthcare: Identifying Critical-to-Quality Characteristics</p>

SCIENTIFIC PROGRAMME

D	Public Administration and Services, Chairperson: Bo Enquist, Sweden
	<p style="text-align: center;"><i>Lorente J.I., Panera F., Panera A.</i> Communication and sustainability: the case of the Urdaibai's Reserve of the Biosphere, in Basque Country (Spain)</p> <p style="text-align: center;"><i>Moura e Sá Patrícia, Martins Rita</i> Quality Assessment and Complaining in Water Supply Services: a study based on the perceptions of residential users</p> <p style="text-align: center;"><i>Neergaard Peter, Pedersen Janni Thusgaard, Jensen Elisabeth Crone</i> Barriers and success factors in the establishment and continuous development of ngo-business partnerships in Denmark</p> <p style="text-align: center;"><i>Obradovic Vladimir, Todorovic Marija</i> Project procurement management in public sector</p>

LECTURE HALL

H	Higher Education, Chairperson: Vittorio Cesarotti, Italy
	<p style="text-align: center;"><i>Smajstrlova Silvie</i> Satisfaction with university quality in the Czech Republic</p> <p style="text-align: center;"><i>Trivellas Panagiotis, Dimitra Dargenidou</i> Leadership and Service Quality in Higher Education: The case of the Technological Educational Institute of Larissa</p> <p style="text-align: center;"><i>Vorspel-Rueter Michael, Quattelbaum Bastian, Schmitt Robert</i> Transfer of excellence in higher education to emerging nations</p> <p style="text-align: center;"><i>Zineldin Mosad, Akdag Hatice Camgoz, Valiantsina Vasicheva</i> 5Qs Model, Higher Education and Student Satisfaction: a case study in Turkey</p>

M E N E G A Z Z I	Organizational Development, Chairperson: Shinya Nagasawa, Japan
	<p style="text-align: center;"><i>Rossato Chiara</i> Challenging the maturity of an industry: the Lydda Wear case in the textile-clothing industry</p> <p style="text-align: center;"><i>Sebhatu Samuel Petros</i> The Role of Change Agents for Responsible Entrepreneurs, Business Leaders and sustainable Organizations – Case study of Miljöcentrum</p> <p style="text-align: center;"><i>Steinberg Falk</i> Risk management within the sphere of provisions requirement for warranty and goodwill in automobile industry</p> <p style="text-align: center;"><i>Więcek-Janka Ewa</i> Psychological aspects of recruiting, motivating and assessment of employees</p>

SCIENTIFIC PROGRAMME

Friday 28 August – Parallel session 3

4.30 - 6.30 p.m.

L
E
C
T
U
R
E

H
A
L
L

A	Management Approach and Development, Chairperson: Federico Brunetti, Italy
	<p><i>Cocks Graeme</i> Emerging concepts for implementing strategy</p> <p><i>Lönnqvist Åke</i> Utilizing design-fmeas to achieve robustness</p> <p><i>Mirza Fahad Mahmud, Arfi Muhammad Umer, Shamshad Tahir</i> Improving corporate governance using corporate social responsibilities through analytical methodologies</p> <p><i>Moccia Salvatore, Trigo Tomas</i> The role of sense of humor in an advanced perspective of organizational management</p> <p><i>Polese Francesco, Sarno Sandra, Carrubo Luca</i> Service science and innovation management: sustainable service and quality performance in the value co-creating age</p>
B	Quality Management, Chairperson: Sverker Alänge, Sweden
	<p><i>Siu Kin Wai Michael</i> User Participation: Quality Assurance for User-Fit Design</p> <p><i>Soltani Ebrahim, Liao Ying-Ying</i> An Investigation into the Rhetoric and Reality of Well-Trodden TQM Assumptions: Some Qualitative Evidence of Current Practice</p> <p><i>Starzyńska Beata</i> Classification of quality tools and techniques for knowledge driven quality improvement of manufacturing processes</p> <p><i>Urban Wieslaw</i> Service quality gaps management system</p> <p><i>Zamanis Dimitrios, Bohoris George</i> Integrating QFD, AHP and PCF-APQC in Key Process Identification</p>

SCIENTIFIC PROGRAMME

L
E
C
T
U
R
E

H
A
L
L

C	Health, Chairperson: Fumijoshi Miyashita, Japan
	<i>Lagrosen Yvonne, Lagrosen Stefan</i> Quality and Health in a Learning Organisation
	<i>Poksinska Bozena</i> Lean Healthcare: opportunities and challenges
	<i>Saud Mehvish, Raja Adeel, Sajid Ali</i> Quality of service in health sector: a comparative analysis of public and private healthcare facility in Pakistan
	<i>Tanco Martín, Jaca Carmen, Viles Elisabeth, Mateo Ricardo, Santos Javier</i> Healthcare teamwork best practices: lessons for industry
	<i>Trajković Ana, Bogičević Marija</i> Information Security in Health Care Institution in Republic of Serbia and Quality Management Standards

D	Logistics and Transport Services, Chairperson: Walid Zaramdini, Marocco
	<i>Burruano Rossella, Curcurù Giuseppe</i> Identification and modeling of factors influencing the quality of terminal services
	<i>Confente Ilenia, Russo Ivan</i> Green Logistics in Italy: new challenge for sustainable development
	<i>Crostack H.-A., Kolbe Constanze, Refflinghaus Robert, Colakovic Davud</i> Relations between requirements on an intra-logistics facility
	<i>Crostack Horst-Artur, Klute Sandra; Refflinghaus Robert</i> Structuring requirements on intra-logistical facilities – An approach
	<i>La Rosa Salvatore, Lo Franco Eva, Nicolosi Irene</i> Public versus private transportation choice, a regional survey on needs and perceived quality
	<i>Tregua Marco</i> High-speed railway as a tool for local development in Italy
	<i>Winzer Petra, Schlüter N., Schulze-Bramey U.</i> Indicators for security and safety in public transportation platforms – A case study

SCIENTIFIC PROGRAMME

LECTURE HALL

H	Customer Relationships, Chairperson: Amnon Caspi, Israel
	<p><i>Alkalay Yuri, Jadkov Georgi, Kostov Simeon</i> System For Express Measurement Of Customer's Opinion – SEMCO</p>
	<p><i>Chaudhry Mohsin, Riaz Mustafa Umar</i> Achieving customer satisfaction through business process analysis: a case study of china mobile pakistan (cmpak)</p>
	<p><i>Cristini Guido, Negri Francesca</i> Silver Shopper: the fast-moving consumer goods shopping experience</p>
	<p><i>Dessi Cinzia, Floris Michela, Cardaropoli Monica</i> How to evaluate the quality inside customer relationship management. An empirical analysis</p>
	<p><i>Giudici Ernestina, Melis Giuseppe</i> What “qualities” does the shop have in order to involve consumers emotionally?</p>
M E N E G A Z Z I	Tourism-Leisure, Chairperson: Michele Cano, Scotland
	<p><i>Cabiddu Francesca, Portu Paola, Cossu Massimiliano, Todaro Francesco</i> Network alliances in tourism: a longitudinal analysis of an on-line tour operator and an internet information services company</p>
	<p><i>Esposito Annamaria</i> Restaurant consumption as experience and theatrical “performance”, new roles for clients, staff and managers: a preliminary study</p>
	<p><i>Fortuna Donatella, Romano Ida</i> Designing and assessing the event experience: “Quattro notti e... più di luna piena” case study</p>
	<p><i>Fuentes Ramón</i> Productivity of Travel Agencies. A case study of Alicante, Spain</p>
	<p><i>Mason Michela, Paggiaro Adriano</i> The determinants of food festival attendees' intention to revisit</p>

SCIENTIFIC PROGRAMME**Saturday 29 August**

- 9.00 - 10.30 a.m. **Plenary session** (Lecture-hall A)
- Management in the future world*
- Panel with **Bo Bergman** - Chalmers University, Sweden
- Alan Brown** - Edith Cowan University, Australia
- Amnon Caspi** - Bar-Ilan University, Israel
- Matteo Colaninno** - Gruppo Piaggio, Italy
- Alberto De Toni** - University of Udine, Italy
- Noriaki Kano** – Tokyo Science University, Japan
- Antonio Motteran**- Carpené MalvoltiItaly
- Chairperson: **Jacques Martin**, Toulon-Var University, France
- Claudio Baccarani**, Verona University, Italy
- 10.30 - 11.00 a.m. Coffee break
- 11.00 - 1.00 p.m. **Parallel sessions 1**
- 1.00 - 1.30 p.m. **Closing plenary session** (Lecture-hall A)
- Best Paper Awards:
- Su Mi Dahlgaard Park**, Sweden
- ICQSS2010 Conference announcement:
- University of Coimbra, Portugal, **Patricia Moura e Sà**
- Chairperson: **Jens J. Dahlgaard**, Sweden
- Jacques Martin**, France

SCIENTIFIC PROGRAMME

Saturday 29 August – Parallel session 1

11.00 – 1.00 p.m.

A	Management Approach and Development, Chairperson: Raine Isaksson, Sweden
	<p><i>Radovic Milic, Tomasevic Ivan, Stojanovic Dragana, Simeunovic Barbara</i> Establishing system for process-oriented performance management</p> <p><i>Rese Alexandra, Bäsler Maurice, Baier Daniel</i> Comparing team conflict, information satisfaction, and team performance with respect to the use of method-based tools</p> <p><i>Ruggieri Alessandro, Sforza Vincenzo, Silvestri Cecilia</i> The role of innovation for SME development: the case of technology districts and chains in the Lazio region</p> <p><i>Sadiq Muhammad Naeem, Azam Ishaque</i> Low productivity in Pakistan, difficulties being faced and Ways to improve productivity in Pakistan</p> <p><i>Cegarra Leiva David, Sánchez Vidal M^a Eugenia, Cegarra Navarro, Juan Gabriel</i> Work life balance practices and congenital learning: a theoretical approach</p>
B	IT & Telecommunications, Chairperson: Juozas Ruzevicius, Litauen
	<p><i>Akram Adnan, Sajid Ali</i> Impact of turnover on software quality in software industry of Pakistan</p> <p><i>Nisar Kanwal, Shahid Iftikhar Ahmad, Sajid Ali</i> Impact of good ethical practices on software quality (a case study of Pakistan software industry)</p> <p><i>Rafiq Adnan, Javaid Fahad, Sajid Ali, Khatoon Saima</i> Customer delight through improved process in telecom industry: a Case Study of Pakistani Call Centers</p> <p><i>Rafiq Qaisar, Mahmood Usman, Sajid Ali</i> Impact of Global Recession on Quality of Software Industry in Pakistan</p> <p><i>Riaz Abid, Waqar Muhammad, Shah Muhammad Adil, Malik Ishtiaq, Sajid Ali</i> Impact of Poor Quality in Cellular Networks: a case study of cellular operators in Pakistan</p> <p><i>Zahid Qurratulain, Wasim Nasir, Haider Ali</i> Impact of Management Practices on Quality of Work Life of Software Professionals</p>

LECTURE HALL

SCIENTIFIC PROGRAMME

C	Management Approach and Development, Chairperson: Patricia Moura Sà, Portugal
	<i>Serafinas Dalius, Ruževičius Juozas</i> The development of sustainable and social responsible business in Lithuania within the European and worldwide context
	<i>Spiers Judith, Cummings Greta, Langenhoff Paula, Sharlow Janice</i> Enhancing Leadership Practices One Step at a Time: The Influence of a Leadership Development Initiative on Individual, Team, and Organization
	<i>Suárez-Barraza Manuel, Smith Tricia</i> Finding <i>lean service</i> in the literature: an analysis and classification
	<i>Szafrański Maciej, Goliński Marek, Więcek-Janka Ewa, Grupka Krzysztof</i> Methodology of improvement and acceleration of knowledge and technical skills development in Wielkopolska region
	<i>Vorria Evanthia, Bohoris George</i> Criteria Requirements of the European Business Excellence Model: An empirical survey

H	Customer Relationships, Chairperson: Yossi Ranaan, Israel
	<i>Gotzamani Katerina, Tzavlopoulos Yannis</i> Measuring e-commerce-quality: an exploratory review
	<i>Manzoni Andrea, Biffignandi Silvia, Marino Alberto</i> The values behind the purchase of trendy and vogue products
	<i>Martinelli Elisa, Balboni Bernardo</i> Perceived service quality, customer satisfaction and store loyalty: relationships in a grocery retailing context
	<i>Pareigis Jörg</i> An exploration of the role of the service environment in forming customers' service experience
	<i>Santouridis Ilias, Trivellas Panagiotis</i> Investigating the Impact of Service Quality and Customer Satisfaction on Customer Loyalty in the Mobile Telephony Sector in Greece
	<i>Teehan Robert, Tucker Walter</i> An Exploratory Research Study: Capturing the Voice of the Customer in a Call Center, Developing a Simplified Method

M E N E G A Z Z I	Tourism-Leisure, Chairperson: Stefan Lagrosen, Sweden
	<i>Della Corte Valentina, Savastano Iris, Storlazzi Alessandra</i> Service innovation in management and valorization of cultural heritages
	<i>Mauri Aurelio, Soone Ivar</i> Yield/revenue management and perceptions of fairness in the hotel business: empirical evidences
	<i>Testa Federico, Ferri Maria Antonella</i> Lack of competitiveness in Italian international hotel chains and proposals to improve quality in the tourism sector
	<i>Testa Federico, Ugolini Marta, Vigolo Vania</i> Analyzing tourists' expected quality factors within a destination: a survey conducted in the province of Verona