16th Toulon-Verona Conference
“Excellence in Services”

29 – 30 August 2013

CONFERENCE PROGRAMME

Faculty of Administration
University of Ljubljana - Slovenia
**Thursday 29 August**

9.30 - 10.00 am  Registration & Welcome Coffee
10.00 - 11.00 am  Opening Plenary session

*Conference Opening and Welcome address:*
Prof. Claudio Baccarani, Verona University
Prof. Stanka Setnikar Cankar, Dean
Prof. Jacques Martin, Toulon University

**Keynote Speaker: Dr. Alex Douglas**, Editor of the TQM Journal, John Moores University, Liverpool, England: "Quo vadis, qualitas?"

Chair: Prof. Jacques Martin

11.00 am – 1.00 pm  Parallel sessions
1.00 – 2.30 pm  Lunch
2.30 – 4.00 pm  Parallel sessions
4.00 – 4.30 pm  Coffee break
4.30 – 6.30 pm  Parallel sessions

**Friday 30 August**

9.00 - 11.00 am  Parallel sessions
11.00 - 11.30 am  Coffee break
11.30 - 12.30 pm.  **Keynote speaker: Dr Gregor Virant**, Minister of the Interior of Slovenia
12.30 - 2.00 p.m.  Lunch
2.00 - 4.00 p.m.  Parallel Sessions
4.00 – 4.30 p.m.  Closing session
6.15 p.m.  Visit of Ljubljana Castle
7.00 p.m.  Gala Dinner at Castle
Thursday 29 August
10.00 – 11.00 am
Opening Session
Keynote Speaker
Alex Douglas: Editor of the TQM Journal
Chair: Jacques Martin
11.00 am – 1.00 pm

Higher Education / Health Care, Chairperson: Federico Brunetti

1. Aristovnik A.: Technical efficiency of education sector in the EU and OECD countries: The case of tertiary education
2. Bayart C., Bertezene S., Vallat D., Martin J: Serious games : leverage for knowledge management
3. Brezovar N.: Diminishing university (E)Quality by mandatory retirement (Higher Education)
4. Ahonen O., Astala L., Dall-Hansen D., Odgaards E, Ora-Hyytiäinen E.: The competencies of nursing staff and their development – measurement of staff’s competencies related to international cooperation in four Danish and Finnish hospitals

Health Care / Theory & Methodology, Chairperson: Marta Ugolini

3. Cavallone M.: Culturally customized communication as a methodological approach to overcome the adaptation vs. standardization dilemma
4. Critchley P.: Airline innovation and sustainability: a systems perspective

Theory & Methodology / Tourism, Chairperson: Walter Tucker

2. Cassia F., Magno F., Ugolini M.: To coupon or not to coupon? A study on perceived effectiveness of social couponing campaigns in the Italian hotel industry
3. Angelini A., Zifaro M.: Organizational implications and value of CRM initiatives in the hotel. The results of an empirical analysis

1.00 – 2.30 pm

Lunch

2.30 – 4.00 pm

**Higher Education, Chairperson: Michele Cano**

- 1. Cavenago D., Marafioti E., Martini M.: Transforming theory into practice: the concept and development of a service science graduate program

**Health Care, Chairperson: Alan Brown**

- 1. De Falco S.: Excellence in health care service through optimization of the HIS (Healthcare information System)
- 2. Esposito A.: Corporate brand communication in Italian Hospitals: is time ripe?
- 3. Iaffaldano N.: A hospital structure of pain medicine to improve the patients’ perceived quality of health care services: the experience of the University Hospital “Ospedali Riuniti” in Foggia

**Public Administration, Chairperson: Raine Isaksson**

- 1. Džinić J.: Impact of quality instruments on organizational learning in administrative organizations – Theoretical and methodological approach
- 2. Lončar Z., Vučetić D.: European Standards and Public Administration Reform in the Republic of Serbia

4.00 – 4.30 pm

Coffee break

4.30 – 6.30 pm

**Higher Education / Health Care, Chairperson: Antonio Ramos Pires**

- 1. Isaksson R., Kuttainen C., Garvare R.: Lean Higher Education and lean research
- 2. Nigro C., Iannuzzi E., Cortese F., Petracca M.: Isomorphism and decoupling in the dynamics of governance of Italian university

**Health Care / Finance & Banking, Chairperson: Alex Douglas**

- 1. Lagrosen S., Grundén K.: Social Media marketing in the wellness industry
2. Setnikar Cankar S., Petkovšek V.: Monitoring and measuring the efficiency of health care: the comparison of health care efficiency in the selected EU member States
3. Cavallone M., Modina M.: Communication as a key factor in banking customer relationship

Finance & Banking / Theory & Methodology / Public Administration, Chairperson: Amon Caspi
1. Biancone P.P.: Islamic finance services and their application to the Italian financial system
2. Edwards M., Styger L.: Linking the principles of supply chain management to aid and development: as case study – Waters of Ayole
3. Kotnik Z., Klun M.: Constructing composite environmental indicators

Friday 30 August
9.00 – 11.00 am

Higher Education - Health Care, Chairperson: David Moyes
1. Papadimitriou A.: Strategic planning and benchmarking perceptions and concerns from public and private Western Balkan Universities
2. Taiariol F.: Italian universities and excellence: a mottled approach

Finance & Banking / Theory & Methodology, Chairperson: Federico Brunetti
2. Vigolo V., Cassia F.: Loyalty and switching behavior among corporate energy customers: A study in the Italian context
4. Styger L.: An identification of the current constraints of knowledge business modeling as a strategic decision making tool

Theory & Methodology, Chairperson: Claudio Baccarani
1. Pires A., Casas Novas J., Coelho A., Saraiva M.: Profile of use of information about quality related costs
2. Pevcin P.: Efficiency levels of public sector units – Empirical analysis for local jurisdictions in Slovenia
3. Marino A.: Person and values at the center of the firm’s marketing activities: some reflections on the ongoing trends

11.00 – 11.30 am
Coffee Break
11.30 am – 12.30 pm

Keynote Speaker
Dr Gregor Virant: Minister of the Interior of Slovenia
Chair: Stanka Setnikar Cankar

12.30 – 2.00 pm

Lunch

2.00 – 4.00 pm

Health Care / Theory & Methodology, Chairperson: Jacques Martin
A
1. Lagrosen Y., Lagrosen S., Lind L.: Employee health in the wellness industry
2. Sardinha B., Lucas S., Dias O., Pires A.: Quality system certification in institutions of social responses
3. De Falco S., Del Gaudio I.: Decision making approach in measurement of quality of service: A real application to “Ce.m.o.n. Company”

Theory & Methodology / Tourism, Chairperson: Antigoni Papadimitriou
B
1. Vallone R.: The network theory and the learning task. Formative processes for the value creation in a global economy
2. Vallone C., Veglio V.: “Albergo Diffuso” and customer satisfaction: a quality services analysis

Public administration / Theory & Methodology, Chairperson: Alberto Marino
C
2. Gosar Z.: Surface defect detection using Gabor wavelets characteristics and neural network classifier

4.00 – 4.30 pm

Closing session

6.15 pm

Visit of Ljubljana Castle (pre-booked delegates)

7.00 pm

Gala Dinner: Ljubljana Castle