

Excellence in Services 21th International Conference



Conference Programme



August 30 and 31, 2018

Le CNAM, Paris, France

292 Rue St Martin, 75003 Paris

le cnam

Thursday 30 August

9.30 - 10.00 am Registration & Welcome Coffee

10.00 - 11.30 am **Opening Plenary session**

Conference Opening and Welcome address:

Madina Rival, Director «Laboratoire interdisciplinaire de recherches en sciences de l'action», Le CNAM

Sandra Bertezene, Claudio Bacarani, Jacques Martin, Federico Brunetti

Keynote Speaker: Dana Johnson, Michigan Technical University, USA

Impact of service quality on overall patient experience

Chair: Alex Douglas

11.30 am - 1.00 pm **Parallel sessions**

Session 1, ROOM 1, Health Care, Chair: Federico Brunetti

Antonelli V. D'Alessio R. Torre C. Cafaro E. : Employees' satisfaction in health sector: a structural equation approach

Bertezene S. Vallat D. Martin J.: Efficiency, Effectiveness and Ethics: Proposal for a control system for health organizations

Jiju A. Trakulsunti Y.: Lean Six Sigma to reduce Medication Errors in hospitals: State of the art findings and Directions for further research

Session 2, ROOM 2, Education, Chair: Michele Cano

Della Volpe M. Esposito F. : Communicating the third mission on Italian universities' websites A discourse analysis perspective

Manna R. Adinolfi P. Calzone S. Palumbo R.: Bullied and bounced: an investigation of school bullying aftermaths among pupils with migrant background

Raanan Y.: The role of regulation in Higher Education: Facilitator or inhibitor?

Session 3, ROOM 3, Customer Satisfaction, Chair: Mauro Cavallone

Chen Shu-Ching: Consumer experience, customer value, and branding

Conti E. Forlani F. Pencarelli T. : The impact of services and the experiential components on the global customer experience: preliminary results from an Italian art city

Formisano V. Cavacece Y. Moretta Tartaglione A. Fedele M.: Investigating the links between the use of Internet, value co-creation and customer satisfaction in the banking sector

1.00 - 2.00 pm Lunch

2.30 - 4.00 pm **Parallel sessions**

Session 1, ROOM 1, Corporate Social Responsibility, Chair: Antigoni Papadimitriou
Bowen M. Freidank J. Wannow S. Cavallone M.: Effects of severity and knowledge of a scandal on the perceived ethical behaviour and attitude towards a company: an intercultural perspective on CSR management
Brunetti F. Russo I. Confente I.: How environmentally friendly is e-commerce? An exploration into young shoppers' perceptions and preferences
Cosimato S. Del Prete M. Faggini M.: The last challenge of sustainable development: sustainable happiness

Session 2, ROOM 2, Methodological Approaches, Chair: Aurelio Mauri
Cano M. Garnett J. Kourouklis A.: Can Portfolio, Programme and Project Management be effective in Lean Management Implementation?
Ciasullo M. Cosimato S. Troisi O.: Identifying critical success factors for Southern Italy SMEs: Some evidence from a pilot study
Esposito A. Besana A: Branding cultural institutions: A new era for Italian museums

Session 3, ROOM 3, Theoretical Approaches: Claudio Baccarani
De Crescenzo V. Simeoni F. : The role of citizen-based support and finance mechanisms for strengthening and managing energy transition
Hoeborn G. Heinich P.: Supporting and hindering factors of creativity
Martin J.: "The Banquet" or the Art of management

Session 4, ROOM 4, Customer Satisfaction, Chair: Patricia Moura E Sa
Douglas J. Douglas A. Cano M. Moyes D.: Investigating the Success of Independent Coffee Shops and Cafes in the UK: Findings from a Pilot Study
Gaudenzi B. Confente I. Russo I.: What are the right performance dimensions to gain customers' satisfaction? A configural approach in the logistics service provider context
Magno F. Cassia F. Bonfanti A. Vigolo V. : The effects of altruistic and egoistic motivations on online reviews writing frequency

4.00 - 4.30 pm Coffee break

4.30 - 6.00 pm **Parallel sessions**

Session 1, ROOM 1, Tourism, Chair: Marta Ugolini
Dalakis A. Yfantidou G. Costa G: The effect of demographics on tourist experience and competitiveness of tourist destinations in eastern Macedonia and Thrace
Satta G. Parola F. Buratti N. Persico L. :Social Media and customer engagement in tourism: Evidence from Facebook corporate pages of leading cruise companies
Tokarchuk O. Gabriele R. Maurer O.: The impact of tourism on the wellbeing of residents

Session 2, ROOM 2, Quality systems, Chair: Stan Karapetrovic
Abu-rumman A.: TQM and Competitive Advantage: Experiences within the Engineering, Electronics, and IT Industrial Sectors in Amman
Chiarini A.: Why service companies are not implementing EMAS as they are with ISO 14001. An exploratory research based on Italian service companies
Sanchez-Puchol F. Pastor-Collado J.A. Casanovas J.: What is that thing called internal quality assurance system?

Session 3, ROOM 3, Logistics, Chair: Walter Tucker
Belisari S. Rinci D.: Best Practices of Providers Advisory Services After the Adoption of e-Procurement Solutions: the Italian Market Case
Detori A. Caboni F. Giudici E. : Concept store and service quality: real or fake increase?
Navarro P. Cronemyr P. Hüge-Brodin M.:How to implement green logistics using improvement processes for increasing environmental initiatives in freight transport companies

Session 4, ROOM 4, Health Care, Tourism, Chair: Francesca Magno
Milosavljevic M. Milanovic N. Dobrota M.: Public-private partnerships potentials in European health care systems
Musso A.: How social media platform can support value co-creation activities in healthcare
Mauri A. Minazzi R. Ivanov S.: Hotel selection: The evaluation of competitive alternatives and their impact on guests' service

8.30 p.m. Gala Dinner at Restaurant "Le Cirque", 141 Rue St Martin, 75004 Paris
20th EISIC awards and TQM Journal awards

Friday 31 August

9.00 - 10.30 am **Parallel sessions**

Session 1, ROOM 1, Theoretical Approaches, Chair: Yossi Raanan
Hoeborn G. Heinich P.: Definition of Creativity and Access to Creativity
Larsson T.: Understanding the electricity market through the lens of service dominant logic
Martin J. Bacarani C. Brunetti F. : Some management paradoxes

Session 2, ROOM 2, Customer Satisfaction, Q systems: Fabio Cassia
Selakovic K. Spasojevic V. Karapetrovic S.: Standardized augmentative subsystems in Serbian industry
Vargas P. Karapetrovic S.: ISO 10008 in Two Engineering Courses
Ciasullo M. Troisi O. Maione G. : User Acceptance of Hedonic Information System: a structural equation model to understand why some people prefer Apple products

Session 3, ROOM 3, Methodological Approaches, Chair: Antony Jijiu
Cavallone M. Palumbo R.: "Turnà a 'Ndomà" when public service co-production meets territorial identity
Simeoni F. Baratta R. Rossato C. Castellani P.: From a pilot survey to improve the quality of a research: The case of the SMEs survival research project in Italy
Isaksson R. Kinabo L.: Modelling and measuring excellence for sustainability: examples from building in Tanzania

10.30 - 11.00 pm Coffee break

11.00 - 12.30 am **Parallel sessions**

Session 1, ROOM 1, Education, Q Systems, Chair: Raine Isaksson
Moura e Sa P. Martins R.: Are vulnerable customers being left behind by voice mechanisms embedded in quality frameworks?
Papadimitriou A: Perceptions about quality management, continuous improvement and innovation in Vietnamese organizations
Kiauta M. Jovanovic J. Bizjan A. Rahelic I: QM system: supporting organizational energy, the case of CCE Ltd

Session 2, ROOM 2, Tourism, Chair: Maria Ciasullo
Baratta R. Vargas A. Ugolini M.: Environmental sustainability and hospitality. An exploratory

research on modalities, motivations and barriers

Castellani P. Rossato C. Simeoni F. Baratta R.: SMEs survival research project in Northern Italy

Saviano M. Caputo F. Del Prete M.: Mindful Leadership for Sustainability: a theoretical and conceptual path

Session 3, ROOM 3, Theoretical & Methodological Approaches, Q Systems, Tourism, Chair: Francesca Simeoni

Hatzl S. Knefz-Reichmann A. Pergler E. Jungwirth G.: E-Service pricing: State-of-the-art analysis and requirements mapping

Junaid M. Raza A. Goudarzi K.: Customer education in service organizations: A proposed framework to enhance customer experience

Sato C.: Tourism Service Strategy for Japanese Traditional Ryokan: Proposing visitors a well-being long-term stay with town resource integration

12.30 - 1.30 pm **Keynote speaker: Gaëtan Dartevelle, CEO Greenloop**
Experiencing excellence in Sustainability Quality.

1.30 - 1.45 pm Closing of Conference