



**17<sup>th</sup> Toulon-Verona Conference  
“Excellence in Services”**

**28 – 29 August 2014**

**CONFERENCE PROGRAMME**



**Liverpool John Moores University**

**Liverpool - England**

## Thursday 28 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

Paul Evans LJMU Pro-Vice-Chancellor

Prof. Jacques Martin, Toulon University

**Keynote Speaker: Dr Tito Conti, *The role of quality and systems thinking in globalization***

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 29 August

9.00 - 11.00 am **Parallel sessions**

11.00 - 11.30 am Coffee break

11.30 - 12.30 pm. **Keynote speaker: David Hutchins, *Is quality everybody's business?***

12.30 - 2.00 p.m. Lunch

2.00 - 3.30 p.m. **Parallel Sessions**

3.30 – 4.00 p.m. **Closing session**

7.00 – 8.00 p.m. **Tour of Anfield Stadium**

8.00 p.m. **Gala Dinner at Anfield Stadium**

Parallel sessions will take place in lecture halls labelled A and B

**Thursday 28 August**

**10.00 – 11.00 am**

**Opening Session**

**Keynote Speaker**

Dr Tito Conti

Chair: Claudio Bacarani

**11.00 am – 1.00 pm**

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**Higher Education, Chairperson: Y. Raanan**

A

1. Bacarani C.: Is the professor still useful at the time of internet?
2. Cano M., O'Reilly L.: Lean second time around: Lessons learned for higher education
3. Dettori A., Giudici E.: Sustainability and teaching offer

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**Tourism, Higher Education, Chairperson: M. Ugolini**

B

1. Esposito A.: Are Eco-museums and marketing a possible combination?
2. Iaffaldano N., Mariella G.: The proposal of a model to build a museum network and its management in systemic perspective in Apulia
3. Douglas J.: Students behaving badly: The Jay student

**1.00 – 2.30 pm**

Lunch

**2.30 – 4.00 pm**

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**Theory & Methodology - Organization, Chairperson: A. Caspi**

A

1. Alhuraish I.: Key success factors of implementing lean manufacturing and six sigma
2. Isaksson R., Taylor N.: Lean six sigma for cement process
3. Magno F., Cassia F., Ugolini M.: Social couponing perceived effectiveness: Is it different when using a local vs. a global daily deal site?

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**Local Government, Logistics Chairperson: A. Marino**

B

1. Cosimato S.: Do green logistics lead to a sustainable environmental and economic performance? The DHL case study
2. Grant D., Philipp B.: An international study of the impact of B2C logistics service quality on

- shopper satisfaction and loyalty
3. Moura e Sa P., Martins R.: Data quality requirements for services of general interest : the case of water bills

**4.00 – 4.30 pm**

Coffee break

**4.30 – 6.30 pm**

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**Theory & Methodology - Strategy, Health Care, Chairperson: C. Baccarani**

A

1. Höber A., Pergler E., Weitlaner D., Grashl H.P.: Performance journey mapping: evaluation of a service performance assessment framework for SMEs
2. Pavione E., Pezetti R.: Emerging Competitive Repositioning Strategies in the Luxury Sector: Exploitation of the Mass-Market Versus Refocusing on the High-End Segment
3. Bertezene S., Vallat D., Martin J.: An overview of the main strategies and approaches to CSR
4. Chiarini A.: Lean thinking implementation in the public health care: results from Italy

**Theory & Methodology – Customer satisfaction, Chairperson: J. Martin**

B

1. Bonfanti A., Brunetti F. : Consumer education for improving customer perceived value : a conceptual framework and practical implications
2. Cavallone M.: The I.T.E.R. Marketing Model: a proposal for a new approach to consumer behavior
3. Marino A.: New (BtoC) Systemic Marketing and related emerging Framework: contents and theory from practice and Literature
4. Ugolini M., Cobelli N., Cassia F., Gill L. : Service-based vs. product-based positioning of the offering: effects on customer perceived value

**Friday 29 August**

**9.00 – 11.00 am**

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**Higher Education, Health care Chairperson: F. Brunetti**

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1. Raanan Y.: An innovative testing system for improving testing quality
2. Suarez A., Marchante J.M., Martis R.: A management model FOR Spanish and Latin American postgraduate services
3. Cuel R., Francesconi A.: SGROUPER – Improving quality in administrative processes in healthcare organizations using a semantic approach
4. Gravili G.: New forms of communication in Healthcare: Is Facebook useful?

**Health Care & Tourism, Theory-Methodology Chairperson: M. Cavallone**

B

1. Palumbo R. Annarumma C. : The importance of being health literate: an organizational health literacy approach
2. Pencarelli T., Gabbianelli L.: Intercultural aspect of consumer management
3. Ruževičius J. : Quality of life and of working life: conception and researches

**11.00 – 11.30 am**

Coffee Break

**11.30 am – 12.30 pm**

**Keynote Speaker**

David Hutchins:

Chair: Jacques Martin

**12.30 – 2.00 pm**

Lunch

**2.00 – 3.00 pm**

**Human Resources, Chairperson: F. Brunetti**

A

1. Serafinas D., Vaicekauskaite R: Promoting the Impact of Research for Society: Quality Management of Research for Quality of Life
2. Ruževičius J. : Quality value orientations

**Organization, Chairperson: C. Baccarani**

B

1. Pina R. Carrus P.P. Marras F.: The drug logistics between efficiency and safety for patients: the experience of an Italian region
2. Cavallone M. : The marketing of public services: a new comparative analysis of citizens' expectations

**3.00 – 3.30 pm**

**Closing session**

**7.00 – 8.00 pm**

**Tour of Anfield Stadium**

**7.00 pm**

**Gala Dinner: Anfield Stadium**

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UNIVERSITY OF OVIEDO

## A MANAGEMENT MODEL FOR SPANISH AND LATIN AMERICAN POSTGRADUATE SERVICES

Alberto A. Suárez (\*), Juan Manuel Marchante, Ramiro Martís

### Abstract

The conclusion drawn in the World Declaration on Higher Education in the 21<sup>st</sup> century, in line with the 2015 Strategy for Spanish Universities<sup>1</sup>, was that a series of challenges and difficulties resulting from a changing environment, globalization and the ideal of effective positioning within the knowledge society should be addressed<sup>2</sup>. One of these challenges is the design of a Common Management Framework.

This paper reports the development of a Quality Management Model at two Higher Education Centres, in Spain and Peru, which offer Postgraduate programmes or degrees.

This project arose from an international project to conduct a comparative study of the two Spanish and Latin American management models. Both models employ a systematic approach, applying the “plan, do, check, act and innovate” continuous improvement model, irrespective of regulatory frameworks.

The results show that modernization and internationalization constitute a strategy for cooperation and the exchange of experiences not only in terms of knowledge, research and innovation, but also in Quality Management in Higher Education.

### Key words:

Higher Education, Management Models, Process-based Management, Benchmarking.

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<sup>1</sup> Estrategia Universidad 2015. The contribution of universities to Spanish socio-economic progress.

<sup>2</sup> UNESCO (1998). World Conference on Higher Education in the 21<sup>st</sup> century. Paris: UNESCO.