

## International Committee

<b>Claudio Baccarani</b>	University of Verona, Italy
<b>Alan Brown</b>	Edith Cowan University, Australia
<b>Amnon Caspi</b>	Bar Ilan University, Israel
<b>Christian Delvosalle</b>	Faculté Polytechnique of Mons, Belgium
<b>Kostas N. Dervitsiotis</b>	University of Piraeus Athens, Greece
<b>Gopal Kanji</b>	Sheffield Hallam University, UK
<b>Jacques Martin</b>	Université du Sud Toulon-Var, France
<b>Cristina Mendonça</b>	Universidade Aberta de Lisboa, Portugal
<b>Esteban Fernandez Rico</b>	Universidad de Oviedo, Spain
<b>Michel Weill</b>	Université du Sud Toulon-Var, France

## National Organizing Committee

### Conference Members

<b>Prof. Rosa Giaimo</b>	Head of DICAP Department, University of Palermo, Italy
<b>Prof. Salvatore La Rosa</b>	Chairman of S.S.E. Course, University of Palermo, Italy

### Organizing Members

<b>Eva Lo Franco</b>	PhD student, University of Palermo, Italy
<b>Gaetana Montana</b>	PhD student, University of Palermo, Italy
<b>Rosalba Sciascia</b>	PhD student, University of Palermo, Italy
<b>Guglielmo Faldetta</b>	PhD in Economics, University of Palermo, Italy
<b>Laura Alamia</b>	Administrative manager, University of Palermo, Italy

## Important Dates

Deadline for abstracts:	20 <sup>th</sup> June 2005
Deadline for full paper submission:	10 <sup>th</sup> July 2005
Closing date for registrations:	31 <sup>st</sup> July 2005

For further information, contact: [tvconference@unipa.it](mailto:tvconference@unipa.it) · [www.economia.unipa.it](http://www.economia.unipa.it)  
University of Palermo, Department of National Accounting and Social Processes Analysis,  
Viale delle Scienze, Edificio 2 · 90100 Palermo, Italy.  
Phone +33 91 656 15 00 Fax +33 91 656 15 02 · +33 91 656 15 01



Con il patrocinio di  
Assemblea Regionale Siciliana  
Regione Siciliana



An international two-days conference  
taking place at the University of Palermo

8<sup>th</sup> Toulon-Verona Conference  
First announcement and call for papers

# Quality in Services

Palermo - Italy, 8<sup>th</sup>-9<sup>th</sup> September 2005



Università  
degli Studi  
di Palermo



# Quality in Services

## Conference Background

This is the eighth conference in the series.

(Toulon, 1998; Verona, 1999; Derby, 2000; Mons, 2001; Lisboa, 2002; Oviedo, 2003; Toulon, 2004)

**Quality Management** is of paramount importance in **Higher Education, Health Care Organisations, Local Government** and new fields of research such as **Cultural Heritage** and the **Press Sector**.

Arising questions, are:

- **What is the role of Quality/Excellence in such Institutions?**
- **How to measure and how to improve Quality in Professional Organisations?**
- **Who are the stakeholders and how to enlarge "customer-orientation"?**
- **What is the place of quality in resource-based strategies?**
- **How to involve each actor in the quality process?**
- **What about Certifications, Accreditation, Labels ?**
- **What is Quality in the management of the Cultural Heritage?**
- **How to measure and improve Quality in the Press sector?**

The conference will include a half-day doctoral session, plenary sessions with keynote speakers and specialised parallel sessions.

## Doctoral Session

A Doctoral Session, where students may present their research for their PhD or Master's theses, will be organised on 8<sup>th</sup> September morning session. Two prizes for the best presentations will be awarded by ESOE: 1<sup>st</sup> prize Euro 300,00 • 2<sup>nd</sup> prize Euro 200,00.

## The Conference Participants

Academics, learning support staff, researchers, managers and administrators in Higher Education, hospital executives, clinical staff (*physicians and nursing professionals*), health care executives and their staff. Local Government authorities, administrators, executives, supporting staff and technicians. Managers and administrators of Cultural Heritage, Press sector representatives.

## The Venue

This conference will be based at the University of Palermo, Viale delle Scienze, Palermo, Italy.

[www.economia.unipa.it](http://www.economia.unipa.it)

## Call for Papers

The conference has six specific areas of focus:

- **Quality in Higher Education**
- **Quality in Health Care**
- **Quality in Local Government**
- **Quality in the Management of Cultural Heritage**
- **Press Quality**
- **Towards new methodological approaches in Service Management**

Papers can deal with both theoretical and methodological approaches to quality, its implementation, and case studies. All submissions must be written in English, official language of the Conference.

Abstracts of no more than 200 words should be sent by e-mail by 20<sup>th</sup> June 2005 to: [tvconference@unipa.it](mailto:tvconference@unipa.it)

All abstracts will be acknowledged and authors will be notified of the reviewers' comments by return of mail.

## Focus

### Higher Education Institutions

Organisational culture. People motivation and involvement. Performance measurement.

Customer focus (*students, parents, employers and other stakeholders*). National quality assurance systems and other quality management models (*ISO 9000:2000, EFQM, etc.*). The role of the teacher. The role of the student. Students' evaluation and other stakeholders' satisfaction. Definition, measurement and improvement of quality in support services. Libraries and other support for learning (e.g. e-learning). Support orientation.

### Health Care Institutions

Organisational culture. People motivation and involvement. Performance measurement.

Customer focus (*patients, families, employees and other stakeholders*). Adaptability of ISO 9000 or EFQM model to Health Care Institutions and compatibility with national accreditation systems.

The role of the doctor and of the nursing staff. Evaluation of patient satisfaction. Medical errors and patient safety. Definition, measurement and improvement of quality in support services.

### Local Government

Administrative Services. Labour integration programmes. Innovation in the production of services. Innovation in the public sector. Professional training and continuing education. Innovation and new technologies.

### Management of Cultural Goods

The economic approach to cultural heritage management. Museums as services enterprises.

The quality of cultural services. Performance indicators. Quality standards. Accreditation processes and Registration schemes. The ICOM deontological code. Customer satisfaction for visitors.

### Press Sector

Quality of the foreign, local, periodical, political, religious press. Graphics quality. Performance measurement. Customer focus (grown-ups and young people, parents and children, students and experts, employers and other stakeholders). Adaptability of ISO 9000 or EFQM model to the press sector.

### Towards new methodological approaches

Do we have to modify the classical methodological approach to service management? How?

## Costs

The full delegate fee is Euro 350,00 (*ESOE Members Euro 225,00; Students Euro 150,00*).

This covers: access to all daytime conference sessions, conference proceedings, lunches and refreshments on 8<sup>th</sup> and 9<sup>th</sup> September and the gala dinner on 8<sup>th</sup> September evening.

## Accommodation

Accommodation will be available at a reduced conference price, in a selection of hotels.

## Transportation

The venue can be reached from Palermo airport ([www.gesap.it](http://www.gesap.it)), Catania airport ([www.aeroporto.catania.it](http://www.aeroporto.catania.it)) and Palermo railway station ([www.trenitalia.it](http://www.trenitalia.it)).