PARTHENOPE UNIVERSITY, NAPLES, ITALY

27 - 28 August 2026

29th EISIC - PROCEEDINGS

ISBN 979-10-979570-1-8: 29th Excellence In Services International Conference (EISIC)

LIST OF PAPERS

ACHARD P.O. -BELLINI C.
Integrated care strategies for service excellence in healthcare: a case study on stakeholder engagement in a birth pathway
AUTOLINO F.M. - MULAY B.A. - RODRIGUEZ HEVIA L.F. - DIAZ PEREZ D.A.
Icebreakers at the crossroads of navigational safety and geopolitical impact
BACCARANI C. - MARTIN J.
The Gospel according to St Matthew: some management insights
BALTAGIANNIS N. - VOUZAS F.
Cybersecurity Culture as a Dimension of Service Excellence: Developing and Validating the Cybersecurity Culture Maturity Index in Hybrid Work Environments
BELCA V. - VIDOJEVIC I. - IMSIC P. - ŠKEMBAREVIC SRETENOVIC M. - ANICIC N.
Improving Assessment Efficiency and Feedback Quality in Database Education through a Hybrid AI-Assisted Approach to SQL Query Evaluation
BIGLIA E. - CUGNO M. - CUGNO A. - MARONCELLI S.
Data sharing and protection in digital servitization ecosystems: a causal analysis using the DEMATEL method.
BONFANTI A. - BRUNETTI F. - ROSSATO C. - VERDE S.
From Service to Experience: Understanding How Customers Transform Service Offerings into Lived Experiences
BOURANTA N. - NOUSIA C.
Soft Skills Required for Data Analyst Roles: Job Posting Analysis”
BROGLIO M.
Autonomous delivery systems for sustainability: state of the art, potential, and future prospects
BROGLIO M.
A systematic literature review in the field of green jobs
CANNAVALE C. - FRANZESE G. - KARTTI N. - LORENZA C.
From Hardware to Service: Servitization Trajectories in New Space Economy. A multiple case study of Italian Deep-Tech Ventures
CAVALLONE M. - NOBIS L. - POZZI A. - PALUMBO R.
How do we process words in music? A qualitative study with Gen Z listeners
CHIANESE L. - TUTORE I.
The Light and Dark Sides of Artificial Intelligence Adoption in Logistics: A Paradox Perspective
CIASULLO M-V - FERRARA M.
Corporate Digital Responsibility and ethical decision-making in digital health services
COLOMBI G. - GUSMEROTTI N.M. - BINCI D. - CERUTTI C. - RISSO M.
Complex adaptive systems for innovation and sustainability. A leadership perspective

COSTAGLIOLA S. - COSIMATO S. - DI PAOLA N.
The Wicked Problem of AI in Healthcare: A Taxonomy of Algorithmic Biases in Decision Making
CUNHA P. - MOURA E SA P.
Integrating FMEA and non-quality costs: A data-driven framework for enhanced risk prioritization
DAHLIN G. - LJUNGBLOM M. - GRÖNLUND B.
Exploring the Role of Sustainable Development in Project Management
D'AVINO M.
Pedagogical and Legal Perspectives on Sustainability and Environmental Education in Italy: A Literature Review of Educational Policies, Curricula, and Practices
EBERHARDSSON A.
Bridging Governance and Practice in Healthcare Quality
ESPOSITO A. - FISICHELLA C.
From sustainability to excellence: rethinking theatre management through quality – A Milanese case study
FEDELE. M. - FORMISANO A.V. - RUDKO I. - LENA G.M.A.
Mapping Excellence in Services Research: A Bibliometric Analysis of EISIC Proceedings and Best Papers (2014–2025)
EIRO GOMES M. - FERNANDES S.
Internal communication as a support for excellence in patients handover
FORMOSA S. - STORLAZZI A. - PICONE Q. - TAGLIONE C. - VOLPE V.
University guidance as a strategic lever for organisational excellence: from student orientation to Institutional performance.
FRANCESCONI A. - PONTE D. - CANIO P. - PESCI C.
Value, Organization and Costs of Telehealth: Guidelines for Health Policies.
GACESA I. - POPOVIC M. - ANDRIC GUSAVAC B.
Employer Preferences of Generation Z in Serbia: A Conjoint Analysis Approach
GNIZY I.
When Do Digital Technologies Matter for Service Excellence?
ISAKSSON R. - GARVARE R. - KARAPETROVIC S. MAULEON C. SEARCY C. -TONTINI G.
Exploring and defining Lean Learning with AI – A Win-Win for Global North and South?
LEJEALLE C. - DELECOLLE T. - RUAUD S.
Beyond the green paradox: The "taste-first" sequential value model in sustainable food retail: the case of Land&Monkeys
LEONE D. - GARGIULO A. - RICCIARI L.
Large Language Models in service franchising: fostering value co-creation between humans and machines
LIU S. - LJUNGBLOM M.
Invisible work, visible value: gendered responsibilities and academic merit at Campus Gotland's Technology Faculty
LJUNGBLOM M. - DAHLIN G. - GRÖNLUNG B.
Leadership Challenges for Industry 5.0: Towards a Human-Centric Integrative Leadership Model (HCIL)
MARTIN J.
What could AI do for management?
MARTIN J. - BRUNETTI F. - BACCARANI C.
Revisiting performance measurement for wellbeing, environmental protection, and beyond
MASILI G. TRAVASI A.
Bridging Entrepreneurial and Innovation Ecosystems in International Entrepreneurship: A Systematic Literature Review and Research Framework
METIKOS D.
Evaluating Lean Process Automation (LPA): A Comparative Case Study of Lean, RPA, and Integrated Approaches in Business Process Optimization
MINGUZZI A. - POZZI A. - PALUMBO R. - CAVALLONE M.
Museum management in Italy: Foreign infatuation or managerial and marketing skills?
MISHRA S. - DUBEY A.

Digital Platforms as Brands: A conceptual framework of Network Based Brand Equity
MOLNAR R. - MICAK P. - MUCSKOVA M. - CONCALVESOVA E.
Measuring the Impact of Trust, Patient Empowerment and Privacy on a Partnership Between Cardiologists and Their Patients
MOSCHOS S - PSOMAS E. - VOUZAS F.
Translating Food Safety Culture into Customer Outcomes in Hospitality Foodservice Operations: A Human Sigma-Informed Framework with Preliminary Evidence from Greece
NICOLETTI B.
The Cyber Safety Envelope Model for Physical Artificial Intelligence in the Service Organizations
OFLAÇ B.S. - TÜZÜN I.
Investigating Procurement 4.0 Strategy Adoption in SME Suppliers
ORLIC M. - JOVANOVIC M. - BOGICEVIC SRETENOVIC M.
Build-or-Buy Decision in Global Technology Acquisition – strategic approach
OUERTATANI S. - VAGNONI E.
Community Pharmacist Competences for Service Innovation and Development: A Systematic Review and Thematic Synthesis
PADRO F. - CHANG H. - KEK M. - GIES P.
Academic integrity in the era of Artificial Intelligence: Difficult to put into words
PAPADIMITRIOU A. – MAVRAGANI E.
Sustainability Transformation in Green Hotels: The Role of Artificial Intelligence in ESG Advancement in Greece
PETROVIC K. - STOJANOVIC D. - BJELICA D.
Comparative Analysis of Lean Implementation in IT Development Projects
PONE A. - LUISI G. - SARNO D. - FERRETTI M.
AI-Based Startup Development as a Contribution to Ecosystemic Intelligence: A Service-Dominant Logic Perspective
POZZI A. - SORRENTINO A. - CAVALLONE M. - CANNAVALE C.
Beyond the Stereotypes: How prejudice shapes tourists' perceptions toward Naples
RAANAN Y.
Does Academia Lead to Wokeness? And where does that leave it?
RAMANATHAN S. - AGNIHOTRI A.
Integrated Game-Theoretic and Quality Management Mechanism for Transparent Carbon Credit Valuation in Corporate Net-Zero Strategy
RAMANATHAN S. - SINGH D. - AGNIHOTRI A. - GUPTA G. - CHATTERJEE N. - MISHQUITTA S.C. - DHAWAN N.
Climate Mitigation and Climate Adaption as Societal Value: Linking Climate
RAMANATHAN S. - DHAWAN N.
Corporate Sustainability and Planetary Health
RAMANATHAN S. - GUPTA G. - CHATTERJEE N.
Bridging the gap: Blended finance as a catalyst for climate transition across SDG-critical industries
RAMANATHAN S. - MISQUITTA S.C.
Benchmarking as a Decision Architecture for Corporate Sustainability Strategy
RANDLER A. - ISAKSSON R.
Dealing with AI in Higher Education – How to go from theory to practice
RISITANO M. - LA RAGIONE G. - SORRENTINO A. - PAROLA F.
Beyond the Yachting Management: Hidden Touchpoints in Seamless Luxury Experiences
RODRIGUEZ HEVIA L.F. - DIAZ PEREZ D.A. - MULAY B.A. - AUTOLINO F.M.
Long-run territorial concentration and trajectory regimes in mineral production across circumpolar countries: evidence from copper, zinc and graphite, 1913–2023
RUDKO I. - FORMISANO A.V. - BASHIPOUR BONAB A. - FEDELE M.
Decoding Digital Strategy: A Multi-Dimensional Analysis of Digital Disclosure in Italian Banks' Non-Financial Reports

SAVIANO M. - DI VERNIERI A.
Services in Inner Areas Development: Drivers, Outcomes, or a False Dilemma? A Systems Perspective
SCHULTZ K. - ALBRECHT C-M
AI in Luxury Travel Advisory: An Experimental Study on the Effects of Different Advisor Types in the Pre-Purchase Stage
SHAIKH M. - SENOO D. - PRASETYO E.H.
Lazy or Incompetent? Understanding how Users interpret AI Agent Failure
SHITTU ABISOLA R.
Lean Six Sigma for Organisational Excellence in Sub-Saharan African Services: A Systematic Literature Review
SIMEONI F. - SIGNORI P. - UGOLINI M. - CARBONE I.
Integrated Crowd Tourism Index for Early Warning Systems: A Multidimensional Approach
STOJANOVIC D. - SIMEUNOVIC B. - CIRIC M. - MILANOVIC I.
Revisiting business process improvement methodology selection criteria in service processes: an ISM–MICMAC approach
TA H. - MARTIN J.
Developing a Competency-based Workforce Planning Framework for Emerging Semiconductor Ecosystems: Evidence from Vietnam
TA H. - MARTIN J.
Green Brand Equity: A Literature Review and Future Research Agenda
TOMASEVIC I. - SAVIC P. - GATIC M. - SLOVIC D.
Lean-Based Improvement of Corporate Sales Processes in a B2B Environment: An Action Research Report
TONTINI G. - ISAKSSON R. - KROENKE HEIN A.
Quality for Sustainability (Q4S) Mathematical Framework
TSIOURVA O. - VOUZAS F.
Artificial Intelligence in Human Resource Management as a Catalyst for Adult Learning and Skills Development in Public Sector Organizations
TZOURAMANI E. - VIZA E.
Quality as business partner for achieving organisational excellence
VACARELLA M. - COSIMATO S. - DI PAOLA N. -VONA R.
Algorithms of Care or Automated Prejudices? The Influence of AI Asymmetries and Biases on Co-Production Processes in Italian Smart Cities
WALSH G. - DESENISS A. - LIPPOLD A. - BUXEL H. - FRENZEL T.
Service Quality in Telehealth – Toward an Extended Framework
ZALEPUGAITE D. SERAFINAS D.
Research on Capabilities in Value Chains Over the Past Decade: Insights from a Bibliometric Data
ZILLI I. - GIAGNACOVO M. - MINGUZZI A.
Tasting Ancestry: Food and Wine Traditions as Drivers of Roots Tourism in Italy's Italea Project

Prof. Federico Brunetti
EISIC Co-Chair

Prof. Jacques Martin
EISIC Co-Chair