



Conference on *“Choice and preference analysis for quality improvement”* and seminar on experimentation

University of Bari
University Hall and Palazzo delle Poste
9-10 July 2015

Conference aims

The Conference/Seminar is aimed at promoting applications and new techniques for valuing statistics as a method for the improvement of sciences and the enhancement of life quality and economy. In particular, the last day of the conference is devoted to highlight the chances given by technology and statistics for improving the quality of informative data for decision making.

Formative credits (CFPs) will be attributed to the members of the Associations of Engineers attending the Conference/Seminar. The Association of Engineers stated that attending the Conference/Seminar activities of July 9 is worth 3 credits and that of July 10 is worth 3 more credits.

Official languages of the Conference/Seminar will be Italian and English. A good practice would be to write the PowerPoint transparencies in English so that non-Italian participants can follow all presentations.

Other basic information on the conference can be found at the following website:

<http://analysisquality.stat.unipd.it/>

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- 1** Patronising bodies:
 Toulon-Verona Conference
 Università degli studi di Bari “Aldo Moro”
 Università degli studi di Foggia

PROGRAMME

July 9, Thursday

- 14:30 – 18:00 Chair: prof. Corrado Crocetta, IES-SIS representative
Round-table “Quality and Customer Satisfaction Measurement in Transport Services”
Prof. Angela Bergantino, University of Bari
Prof. Giorgio Alleva, ISTAT President
Prof. Luigi D’Ambra, Federico II University of Naples
Prof. Luigi Fabbris, University of Padua
Prof. Giovanni Girone, University of Bari
Eng. Fabrizio Ruggiero, Trenitalia Marketing

July 10, Friday

- 8:30 – 9:00 Chair: prof. Luigi Fabbris, SA-IJAS Director
Authorities’ speeches
Rector of Bari University
Prof. B. Vittorio Frosini, ASA President
Dr. Maurizio Pessato, Assirm
Eng. Egidio Cascini, AICQ/AISS
Eng. Mario Maragno, President of the Association of Engineers of Matera Province
Eng. Angelo Domenico Perrini, President of the Association of Engineers of Bari Province
- 9:00 – 10:30 Chair: Eng. Egidio Cascini, AICQ, AISS
Plenary session: ‘Experiments to Optimize Production’
Prof. Biagio Palumbo (‘Federico II’ University of Naples) ‘Process improvement through design of experiments: Successful examples in industry’
Discussants: prof. Grazia Vicario (Polytechnic of Turin),
Eng. Gaetano De Chiara (GE-Avio)
- 10:30 – 11:00 *Coffee break*
- 11:00 – 12:00 **I session of contributed papers**

Chair: prof. Stefania Mignani, University of Bologna
University Hall: Session I.A “Customer satisfaction techniques”
“Visualization and monitoring of dynamic customer satisfaction” (Caterina Liberati, Paolo Mariani, Bicocca University of Milan)

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“PLS path modelling for the evaluation of patients' satisfaction of a department” (R. Galasso e M. Gabriella Grassia (‘Federico II’ University of Naples), F. Grassia (Istat), Emma Zavarrone (IULM University of Milan)
“Understanding customer satisfaction determinants through models for ordinal data” (Concetta Scolorato, Francesco Santelli, Giancarlo Ragozini, ‘Federico II’ University of Naples)

Chair: prof. Francesco Palumbo, ‘Federico II’ University of Naples
Room Conferenze 1, Palazzo delle Poste: Session I.B “New techniques for data collection”

“Photo fooding: Some remarks on measurement processes” (Emma Zavarrone and Marina Ilaria Vitagliano (IULM University of Milan), M. Gabriella Grassia (‘Federico II’ University of Naples))

“Web misinformation: A text-mining approach for legally accepted facts” (Vito Santarcangelo, Antonio Buondonno e Giuseppe Oddo (iInformatica Srls), Francesco Paolo Staffieri (Studio Legale Staffieri), Nancy Santarcangelo (BNG SpA), Mario Maragno (Association of Engineers of Matera), Francesca Trentinella (E-Campus University)

“Misurare il comportamento istintivo durante la fruizione di messaggi pubblicitari, logo aziendale e navigazione internet con la rilevazione dell’attività cerebrale, emozionale e di puntamento dello sguardo: il caso di Telecom Italia/TIM” (Antonella Mandarano (Telecom Italia), Arianna Trettel (BrainSigns))

Chair: prof. Simona Balbi, ‘Federico II’ University of Naples

Room Carlo De Trizio, Palazzo delle Poste: Session I.C “Quality Control”

“Quality control of perishable goods sale points” (Angelo Zanella (Catholic University of Sacred Heart of Milan), Egidio Cascini (AICQ/AISS))

“An experiment to define the optimum salary for fresh graduates” (Luigi Fabbris, Lucia Rapisarda, Manuela Scioni (University of Padua))

“Mapping di impianti elettrici e tecnologici: misura della qualità per servizi di installazione e manutenzione” (Annachiara D’Angella, Nicola Lupo, Domenico Contini (Impianti elettrici Contini Domenico, Matera)

12:00 – 13:00

II session of contributed papers

Chair: dott. Maurizio Pessato, Assirm

University Hall: Session II.A “Multivariate analysis”

“Factorial analysis of end-to-end performance evaluation of Italian higher education institutions” (Ernesto Toma, Angela Maria D’Uggento, Vito Ricci, ‘Aldo Moro’ University of Bari)

“Sensory evaluation of seven white wines to define consumers preference by key intrinsic attributes to wine choice” (Alfonso Piscitelli, Antonio D’Ambrosio, ‘Federico II’ University of Naples)

“Issues in designing an index of trust for public institutions” (Mario Bolzan (University of Padua), Marco Marozzi (University of Calabria))

Chair: prof. Ernesto Toma, University of Bari

Room Conferenze I, Palazzo delle Poste: Session II.B “New techniques for data collection”

“Comparing operative units in a large company through archetypes in a benchmarking perspective” (L. Palazzo, D. B. Salvati, Giancarlo Ragozini, ‘Federico II’ University of Naples)

“Analysis and implementation of a NPS (Net Promoter Score) survey: The Ariston Thermo case” (Loretta Degan (Galgano & Associati Consulting), Cesare Guidetti and Michele Morichi (Ariston Thermo SpA))

“Ordinamento degli score derivanti dall’analisi delle componenti principali, mediante un indicatore di qualità complessivo” (Egidio Cascini, AICQ/AISS)

Chair: prof. Luigi D’Ambra, ‘Federico II’ University of Naples

Room Carlo De Trizio, Palazzo delle Poste: Session II.C “Techniques for customer satisfaction analysis”

“Statistical models for categorical variables for measuring student satisfaction at the University of Bari” (Antonella Massari, Paola Perchinunno, Francesco Girone, University of Bari)

“An opinion mining application on OSINT for the reputation analysis of public administrations” (Vito Santarcangelo, Giuseppe Oddo, Maria Pilato e Fabrizio Valenti (iInformatica Srls), Claudio Fornaro (‘Uninettuno’ International University))

“Determinants of student satisfaction in higher education: The case of Bicocca University of Milan” (Paolo Mariani, Elisa Rancati, Niccolò Gordini, Bicocca University of Milan)

13:00 – 14:30

Lunch

14:30 – 16:30

Chair: Luigi Fabbris, University of Padua

Plenary session: ‘Conjoint Analysis and Decision Making’

Prof. Gilbert Saporta (Conservatoire National des Arts et Métiers, Paris) and Prof. Amedeo Pasquale De Luca (Catholic University of Sacred Heart of Milan ‘Best-Worst and other conjoint measurement techniques’)

Discussants: Prof. Giorgio Tassinari (University of Bologna)

Dr. Loretta Degan (Galgano & Associates Consulting Co., Milan)

16:30 – 17:00

Coffee break

17:00 – 18:00

III session of contributed papers

Chair: Prof. B. Vittorio Frosini, Catholic University of Sacred Heart of Milan
University Hall: Session A3 “Experiments for conjoint analysis”

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Università degli studi di Foggia

“A fractional design to elicit graduates' preferences for job characteristics”
(Luigi Fabbris, Manuela Scioni, University of Padua)

“Embedding covariates in conjoint analysis models” (Giuseppe Giordano
(University of Salerno), Carlo Natale Lauro e Germana Scepi (‘Federico II’
University of Naples)

*“Statistica e ricerca industriale: ottimizzazione simultanea delle
caratteristiche di un catalizzatore Ziegler-Natta”* (Egidio Cascini
(AICQ/AISS), Paola Faccini (Lyondellbasell))

Chair: prof. Francesco Domenico D’Ovidio, University of Bari ‘Aldo Moro’
**Room Conferenze 1, Palazzo delle Poste: Session B3 “Complex
Relationships Analysis”**

“Business enterprises and economic system: the subjective expectations”
(Paolo Mariani, Biancamaria Zavanella, Bicocca University of Milan)

*“Introducing performance management in universities. The case of the
University of Bari ‘Aldo Moro’”* (Angela Maria D’Uggento, Antonio Nisio,
‘Aldo Moro’ University of Bari)

“Process mining: Review and a case study” (Maria Teresa D’Alessandro
(Sudelettra SpA), Giuseppe Gaudiano, Marco Colucci (L’Antincendio Srl), Vito
Santarcangelo (Centro Studi Srl), Angelo Romano (iInformatica Srls),
Tommaso Minerva (University of Modena and Reggio Emilia))

18:00

Conference closing

Partner journals

The conference organizers will allow publishing, after refereeing, full texts of the invited papers and of a selection of the contributed papers. The journals interested to host such papers are the following:

EJASA – Electronic Journal of Applied Statistical Analysis

Journal of Business and Society

Micro & Macro Marketing

Sinergie

Statistica Applicata – Italian Journal of Applied Statistics

All journals publish currently in English, though Micro & Macro Marketing hosts papers also in Italian.

Organizing Committee:

prof. Laura Antonucci (University of Foggia)

prof. Barbara Cafarelli (University of Foggia)

prof. Corrado Crocetta (University of Foggia, SIS, coordinator)

prof. Francesco Domenico D'Ovidio (University of Bari)

prof. Antonella Massari (University of Bari)

prof. Silvestro Montrone (University of Bari)

prof. Ernesto Toma (University of Bari)

prof. Domenico Viola (University of Bari)

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prof. Adriano Decarli (State University of Milan)

prof. Luigi Fabbris (University of Padua, coordinator)

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prof. Antonio Giusti (University of Florence)

prof. Ron Kenett (University of Turin, KPA)

prof. Stefania Mignani (University of Bologna)

prof. Francesco Palumbo (Federico II University of Naples)

dr. Maurizio Pessato (Assirm)

Eng. Franco Pignatelli (Association of Engineers of the Bari Province)