



15th TOULON – VERONA

CONFERENCE

**ANNOUNCEMENT AND CALL
FOR PAPERS**

An international conference

Taking place at the College of Management Academic Studies

Rishon Lezion – Israel: 3, 4, 5 September 2012

International Committee

Prof. Claudio Baccarani, Italy
Prof. Alan Brown, Australia
Prof. Amnon Caspi, Israel
Prof. Esteban Fernandez Rico, Spain
Prof. Jacques Martin, France
Michele Cano, Scotland

Organizing Chair

Dr. Yossi Raanan



Important Dates:

Deadline for Abstracts: 30 April 2012

Deadline for full paper submission: 30 June 2012

Background to the Conference

This is the 15th conference in the series. (Toulon 1998; Verona 1999; Derby 2000; Mons 2001; Lisboa 2002; Oviedo 2003; Toulon 2004 ; Palermo 2005, Paisley 2006, Thessaloniki 2007, Florence 2008, Verona 2009, Coimbra 2010, Alicante 2011). In 2012 it takes place in the city of Rishon Lezion, near Tel Aviv.

As Quality Management and excellence have been established as of paramount importance in Higher Education, Health Care, Local Government, Tourism, Banking, Logistics, the Conference looks at the

role of Quality/Excellence, stakeholders, resources, processes, certifications, accreditations and labels, measurement and improvement in such institutions and activities.

The conference will include plenary sessions with keynote speakers and specialized parallel sessions. An international committee will select the best papers, including PhD papers, that will be published in a Journal after the conference.

The conference participants

Academics, researchers, managers, administrators, support staff in Higher Education, Health Care, Local Government, Tourism, Banking, Logistics services

The venue

The conference will be based at the College of Management Academic Studies of Rishon Lezion:
www.colman.ac.il

An historical and cultural tour will be proposed to the participants interested.

Call for papers

The conference has seven areas of focus:

- 1. Higher Education**
- 2. Health Care**
- 3. Local Government and public services**
- 4. Tourism and Leisure**
- 5. Banking services**
- 6. Logistics**
- 7. Theoretical and methodological approaches**

Papers can deal with both theoretical and methodological approaches to quality and excellence, 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 **30 April 2012** at the latest to:

jma.martin@wanadoo.fr

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

At least one of the authors has to be in Rishon Lezion to present the paper.

The deadline for full paper submission is 30 June 2012.

For further information, contact: jma.martin@wanadoo.fr

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Costs

The delegate fee is 400 € (200 € for Master/PhD Students and College of Management Academic Studies affiliates), covering access to all daytime conference sessions, conference proceedings, lunches, refreshments, gala dinner. (Surcharge of 50 € if payment after 30 June 2010).

Fee payable in Euro (or equivalent in another currency) by cheque or bank transfer to: ESOE

Bank : CREDIT AGRICOLE, La Garde, Var, France

Account (IBAN): FR76 1910 6000 0843 5028 0198 931, BANK IDENTIFIER CODE/SWIFT: AGRIFRPP891

For registration form and information, contact: jma.martin@wanadoo.fr

Transportation

The venue can be reached through Tel Aviv, Ben Gourion airport.

Further useful information will be regularly posted on the Conference website: