

A4 IAQ Panel

QUALITY IN SERVICE

Chair of the Panel: A. “Parsu” Parasuraman, Professor and The James W. McLamore Chair in Marketing at the University of Miami USA

Chair’s Opening Remarks

In his opening remarks the Chair will first discuss the interrelationship between quality of service, which is the main topic of this panel, and service productivity, which is becoming increasingly important for a variety of organizations in the private as well as public sectors. He will introduce a framework that (a) portrays service productivity from the perspectives of companies (or organizations in general), as well as customers; and (b) demonstrates how service quality constitutes a critical link between the two perspectives. He will then highlight the key implications of this framework. The Chair will conclude his remarks by providing a very brief overview of the presentations to be made by the Panelists and set the stage for the discussion with audience participation that will follow immediately after the Panelists’ presentations.



The short bibliographies of the Chair and Lecturers you can find in alphabetic order:

<http://eoq.hu/iaq/biography.pdf>

Following the lectures, the Panel will discuss issues such as the following:

1. How can we increase awareness about service quality?
2. How can we teach those working in service operations to see their work in terms of processes/routines?
3. How can we develop quality tools/methods that consider the characteristics of service operations, particularly provider-customer cocreation?
4. How can we encourage those working in service operations to see themselves as “improvers” and/or “designers”?
5. How can we continue to expand the use and development of quality tools/methods in service operations?
6. What will be the next innovation(s) in service quality?
7. Do we need different methods/tools in the service sector?
8. Can we move away from tools to more integrated approach?
9. How can we promote a quality culture in the service sector?
10. How can we promote quality in a new service launch stage to avoid late and expensive iterations later?