



Conference on:
“Preferences, choices and quality of outcomes”

Bari University, Lecture Hall (Aula Magna)

9-10 July 2015

The conference will be hosted by the University of Bari in its magnificent Lecture Hall (Aula Magna) in the afternoon of the 9th and the whole 10th of July, 2015. Parallel sessions will be hosted also in the *Salone degli affreschi* and in the close by *Palazzo delle Poste*.

The conference is aimed at promoting applications and 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 private and public services.

The programme is composed of invited and contributed papers. Official languages for contributed papers presentation will be Italian and English.

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

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

Call for Contributed Papers

Contributed papers are welcome. Concerned scholars are invited to submit to the Scientific Committee an abstract either in Italian or in English, of no more than *4,000 characters, title, authors' name, company or institution they belong to, and email included*. The Committee, after acceptance, will contact the authors.

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 Statistics, Journal of Business and Society, Micro & Macro Marketing, Sinergie, Statistica Applicata – Italian Journal of Applied Statistics*. All journals publish in English, though *Micro & Macro Marketing* hosts papers also in Italian.

Relevant deadlines

15 May 2015: Abstract submission

30 May 2015: Abstract acceptance

7 June 2015: Accreditation of the reduced fee

Main topics dealt with at the conference

- Techniques for service quality measurement
- Techniques for customer satisfaction measurement
- Measurement of customer experience
- Indicators of audit's outcomes
- Firms' information systems for quality control
- Six Sigma techniques
- Development of experimental designs
- Choices, preferences and values
- Choice experiments and preference elicitation
- Hedonic models
- Text mining
- Data Mining
- Risk evaluation in quality systems
- Public transports quality
- Measurement and analysis of students' and graduates' satisfaction
- Entrepreneurs' preferences for recruitment purposes
- Measurement of expectations and strategic decisions
- Ranking and rating of companies and institutions