

## Quality Management and Organizational Development

# 17<sup>th</sup> QMOD Conference

"Entering the Experience Economy - from product quality to experience quality"

### Invited Keynote Speakers



**Prof. Christian Grönroos**

Hanken School of Economics  
Finland



**Prof. Jon Sundbo**

Roskilde University  
Denmark



**Prof. Wan Seon Shin**

Sungkyunkwan University  
Korea



**Prof. Jaroslav Nenadál**

VSB-Technical University  
Czech Republic



**Prof. Jaromir Veber**

University of Economics  
Czech Republic

### QMOD-ICQSS Founders and Chairs

**Prof. Jens J. Dahlgaard**

Linköping University  
Sweden



**Prof. Su Mi Dahlgaard-Park**

Lunds University  
Sweden



## 3<sup>rd</sup> - 5<sup>th</sup> September, 2014

Prague, Czech Republic

Hosted by: University of Economics, Prague (VSE), Czech Republic

### Focus Areas:

Experiences / practical cases / models on "the Experience Economy - from product quality to experience quality", Excellence Models theories and applications, Leadership and Strategies for Quality & Service Science Development, People, Team, Partnerships and Organizational competence building, Process design and improvements, Lean Production, Lean Services and/ or Six Sigma Quality, Quality Improvement Tools, Learning, knowledge creation and knowledge transfer, Creativity, Learnability and Innovability, New Product and Service Development, Human Resource Management for building a quality and service culture, Organizational Psychology and Human Motivation, Quality Management Systems in Different Industrial and Service Sectors, Assessing and diagnosing Organizational Excellence, Performance Management Systems, Benchmarking, Challenges for Competition and Collaboration for sustainable development, Consumer Identity, Values & Behaviors, Attractive / Affective Quality Creation, Kansei (Affective) Engineering, Corporate Governance and Corporate Social Responsibility, Design for Quality and Ergonomics, Quality Management in different sectors (Health Care, Public Sector, Tourism...).



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Hosted by Co-Organizer of QMOD 2014: University of Economics, Prague (VSE), Czech Republic, [www.vse.cz/index-en.php](http://www.vse.cz/index-en.php)  
Local Organizing Committee: DTO CZ, s.r.o., Czech Republic, [www.dtocz.cz](http://www.dtocz.cz)



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