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Nota di contenuto	Intro -- Foreword -- About This Book -- Contents -- Contributors -- Introduction -- 1 Background -- 2 What is the Problem? -- 3 Measuring Performance in Public Services -- 4 About This Book -- References -- Balanced Centricity in the Higher Education Service Ecosystem -- 1 Introduction -- 2 Managing HEIs as an Ecosystem -- 3 The Role of Institutions in the Context of a HEI-University Ecosystem -- 4 The Context: Balanced Centricity (BC) -- 5 Engaged Actors in the HEI-University -- 6 The Balanced Centricity HEI-University Ecosystem Model -- 7 Discussion -- 7.1 Theoretical Roots and Contributions -- 7.2 Implications for Management -- References -- Students Are Not Customers: Reframing Student's Role in Higher Education Through Value Co-creation and Service-Dominant Logic -- 1 Introduction -- 2 Student's Role in the Marketized University -- 3 Higher Education as a Service Ecosystem -- 3.1 Resource Integration in HE -- 3.2 An Ecosystem Perspective of HE -- 4 Managing the Ecosystem's Resources for the Value Co-creation -- 5 Implications and Conclusion -- References -- Understanding the Contribution of the A4A Approach

to Higher Education -- 1 Introduction -- 2 Reference Framework: The Actor-4-Actor Approach -- 3 The Focus on HE, an Interesting 'Ground' for A4A -- 3.1 HE in Italy, the Growth of On-line Universities -- 3.2 An A4A Approach to 'Read' the Digital Re-configuration of All Universities -- 4 Discussion -- 5 Managerial Implications -- 6 Conclusions -- References -- Case Research and Theory in Service Research -- 1 Introduction -- 2 Case Study Research -- 3 Narrative Case Study -- 4 Conclusion -- References -- Lights and Shadows on Student Evaluation Surveys: Insights from Service Dominant Logic -- 1 Introduction -- 2 HE Service Complexity: The Student is not the Customer -- They Are the Student -- 3 Students' Evaluation Surveys (SES).  
4 What Do Student Surveys Measure? -- 5 Managing Teaching Quality and Learning Through a SDL View: Practical Tips -- 6 Lights and Shadows on SES -- References -- Learning and Teaching in Higher Education: Developing Different Approaches for Teaching and Evaluating Based on a Constructivist Methodology -- 1 Introduction -- 2 The Learner and Her Goals -- 3 The Background -- 4 The Outcome -- 5 Evaluation -- References -- (Co-)learning and (Co-)evaluation in Scholarly Ecosystem: Challenges and Opportunities in the Covid-19 Era -- 1 Introduction -- 2 Technology- Enhanced Learning and Evaluation -- 3 Higher Education as a Service Ecosystem -- 4 University Ecosystem: A Framework -- 4.1 Micro-level: Establishing Common Ground -- 4.2 Meso-Level: Co-learning and New Knowledge Creation -- 4.3 Macro-level: Continuous Improvement and Social Change -- 5 Discussion -- 6 Concluding Remarks -- References -- Deep Learning in Higher Education: A Service-Dominant Logic Perspective -- 1 Introduction -- 2 Theoretical Framework -- 2.1 Resource Integration -- 2.2 Deep Learning and Transferable Competencies -- 3 Higher Education and Universities as a Context -- 4 Deep Learning-Competencies and Motivation -- 5 Conclusion and Practical Implications -- References -- An Evaluation of Quality Metrics for Distance and Blended Teaching -- 1 Introduction -- 2 Theoretical Literature -- 3 Methodological Literature -- 4 Summary and Conclusion -- Appendix -- References -- Metrics and Processes for Evaluating Scholarship in Higher Education: Experts' Critical Reflections on Key Questions.

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