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**Title**

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**Abstract**

This paper develops a theoretical framework that could facilitate the application of the Autovalutazione, Valutazione periodica, Accredimento (AVA) method in Italian universities, trying to simplify the use of this approach, and to cover the existing gap between Italy and others European academic institutions. The new competitive environment in the academic system has created a reality where customers compare the 'knowledge value' that they are likely to receive in each academic institution. Quality in education is nowadays fundamental and student satisfaction is one of its main dimensions. There is an emphasis on service that meets the students' needs and expectations, problem-solving processes based on facts, feedback systems and statistical methods and improvement of processes and systems by collaboration and involvement. Starting from 2013, all Italian universities are obliged by law to adopt the AVA method [Self-Evaluation, Periodic Evaluation and Accreditation], a system of activities carried out by the National Agency for the Evaluation of

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