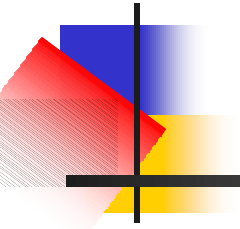


Some Reflections on Research and Publishing



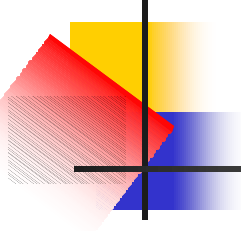
A. Parasuraman
University of Miami

SERVSIG Services Marketing Doctoral Consortium
28 October 2004



Presentation Overview

- Some thoughts on contributing significantly to a discipline
- A general typology of research and writing contributions
- Implications of the typology for academicians



Thoughts on Contributing Significantly to a Discipline



Roles of College Faculty

- Three traditional roles: research, teaching and service
- Of these, research is the *defining* role of terminally qualified, tenure-track faculty
- Why?
 - College education is a “credence” product
 - As such, an instructor’s research reputation is an important signal for instilling confidence in skeptical students who are unsure of the *core quality* and *potential value* of their education

Roles of College

Faculty.....continued

- A demonstrated ability to perform and publish high-quality research is a key credential for service roles such as supervising grad students, serving as gatekeepers for the discipline, etc.
- Thus, the research role is a *prerequisite* for important pedagogical and service roles.
- It is not surprising that “publish or perish” is a pervasive phrase in our professional lexicon...
- While phrases such as “teach or be terminated” and “serve or be severed” are not!



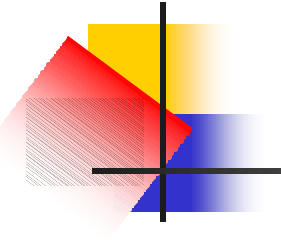
Primary Conduits for Channelling Research and Writing Contributions

- Broad-based scholarly journals that are the discipline's standard bearers
- Specialized scholarly journals that have a narrower scope in terms of content and/or methodology
- Scholarly books or book chapters
- "Applied" journals that are aimed primarily at practitioner audiences
- Textbooks
- Business books



Multiple Means for Influencing the Discipline through Research and Writing

- By triggering further scholarly discourse and research
- By influencing Ph.D. students, the discipline's future gatekeepers
- By providing food for thought to thoughtful practitioners
- By offering "immediate" managerial applications
- By providing pedagogical aids for preparing students to be successful managers



A General Typology of Research and Writing Contributions



The six publication conduits and five means of influence together yield a typology of contributions that vary in terms of:

- Nature of the contribution: *Knowledge Creation vs. Knowledge Dissemination*
- “Endurance” of the contribution: *The degree to which the contribution continues to stimulate scholarly thought and spawn additional research*
- Target of the contribution
 - Research scholars
 - Ph.D. students
 - Thoughtful managers
 - Managers in general
 - Non-Ph.D. students



Hypothesized Variations in the Nature of the Publication Conduits

- Broad-Based Scholarly Journals
- Specialized Scholarly Journals
- Scholarly Books/Book chapters
- “Applied” Journals
- Textbooks
- Business Books

*Primarily Knowledge
Creation*



*Primarily Knowledge
Dissemination*

Hypothesized Variations in the Endurance of the Publication Conduits

- Broad-Based Scholarly Journals
- Specialized Scholarly Journals
- Scholarly Books/Book chapters
- “Applied” Journals
- Textbooks
- Business Books

*Relatively
High*



*Relatively
Low*

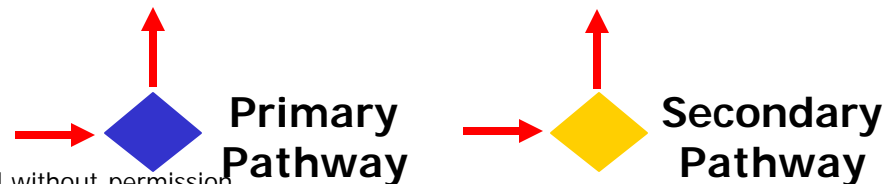
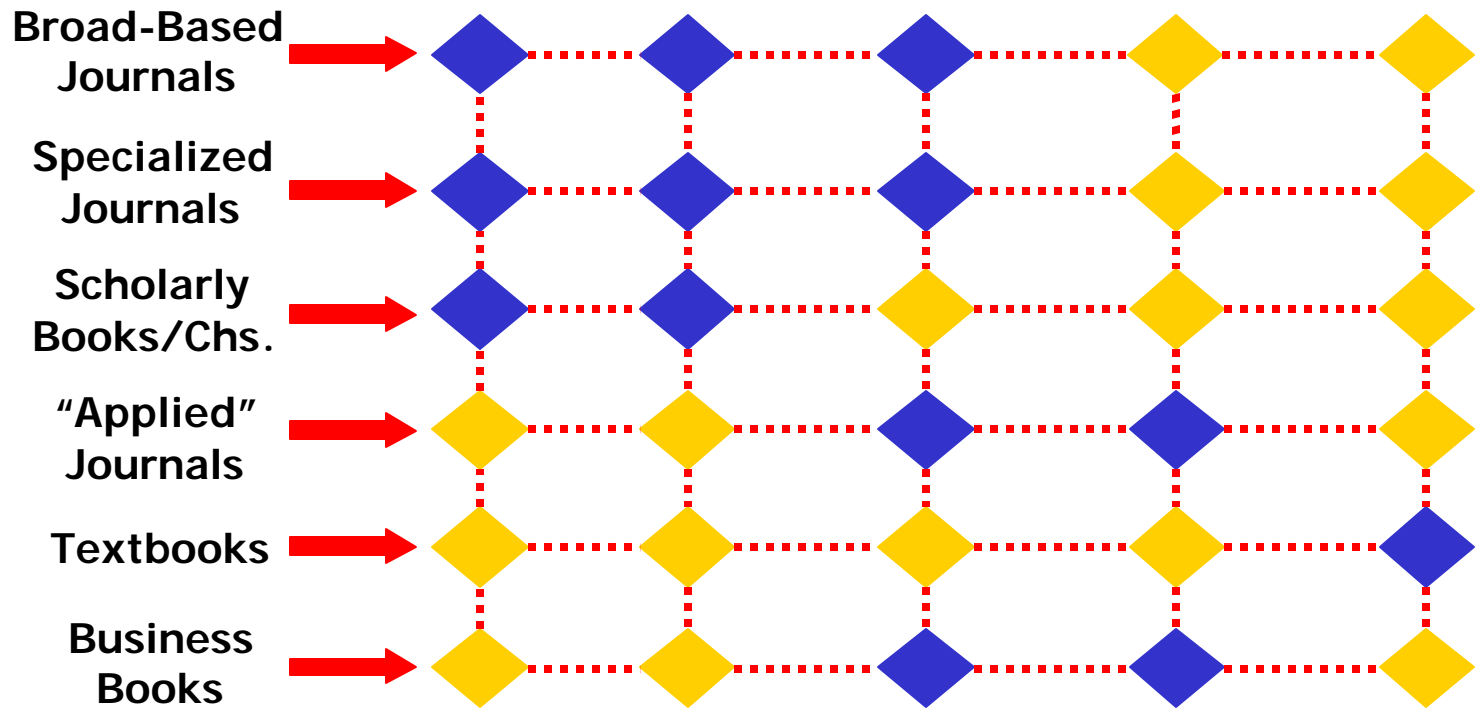
Typology of Research and Writing Contributions

Targets

Research Scholars Ph.D Students Thoughtful Managers Managers in General Non-Ph.D Students

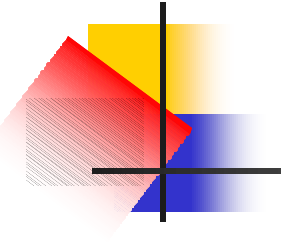
Channels

K.C. High
K.D. Low



Nature

Endurance

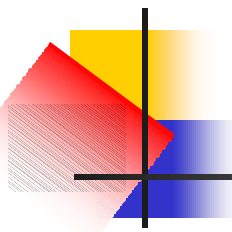


Implications of the Typology: Four General Observations



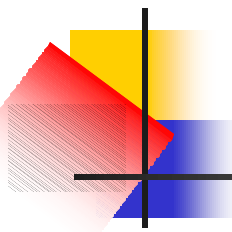
Observation 1: All publication channels merit consideration

- The typology offers multiple *primary* pathways for influencing a discipline
- It is possible to make a significant impact through one, a few, or all pathways
- Within the marketing discipline.....
 - Some renowned scholars have made their mark primarily through scholarly writings
 - Others have made an impact primarily through textbooks and business books
 - Yet others have done so through a variety of channels



Observation 2: Some publication pathways are more appropriate than others in early career stages

- Despite Observation 1, *beginning* scholars would do well to focus mostly—if not solely—on pathways near the upper end of the typology.
- This is so because:
 - Publishing in a scholarly journal is a *critical* milestone that terminally-qualified, tenure-track faculty must cross.



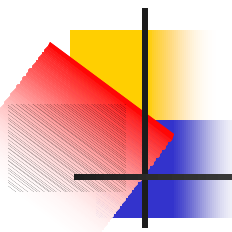
Observation 2: Some publication pathways are more appropriate than others in early career stages...contd.

- The best window of opportunity for crossing that milestone is soon after obtaining one's Ph.D. for several reasons:
 - Current and extensive knowledge pertaining to the dissertation domain
 - Availability of a fresh, original piece of research (i.e., the Ph.D. thesis)
 - Minimum service commitments
- Establishing one's credentials by following pathways at the upper end of the typology will enhance the success and impact of later contributions through other pathways.



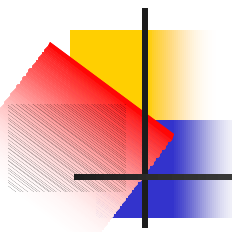
Observation 3: It is advisable to consider multiple and varied journals within the realm of scholarly publishing

- Primary pathways at the very top of the typology are too narrow to accommodate the increasing flow of traffic trying to navigate them.
- That a vast majority of articles submitted to a discipline's flagship journals will be rejected (and not necessarily because of poor article quality) is a harsh reality.



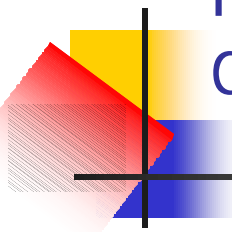
Observation 3: It is advisable to consider multiple and varied journals within the realm of scholarly publishing.....contd.

- Scholars in early career stages would benefit by:
 - Broadening their evoked sets of potential journal outlets
 - Increasing the number and variety of manuscripts they produce
 - Studying the nature, content and requirements of each journal
 - Ensuring a good fit between the journal and the manuscript being submitted to it



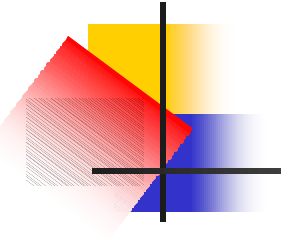
Observation 4: Traversing all publication pathways will leave the most wide-spread and deepest imprint on the discipline

- The epitome of having a significant impact on a discipline is to make an impact on not only its knowledge base but also its practice and pedagogy.
- Achieving this epitome would require passing through most—if not all—pathways in the typology.



Observation 4: Traversing all publication pathways will leave the most wide-spread and deepest imprint on the discipline...contd.

- However, it is not necessary—nor advisable—to cover all pathways at once.
- Instead, scholars could consider a “longitudinal multi-pathway” strategy wherein they:
 - Add pathways—in roughly the top-to-bottom sequence in the typology—to their publication portfolios over time
 - Strive for synergy between the content areas of the newly added and already traversed pathways
 - If necessary, decrease the relative emphasis on pathways already traversed



Thank You!