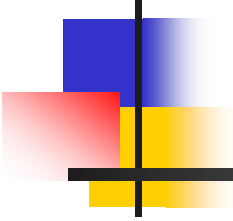


Contributing Significantly to a Field: A Self-Reflection and Some Suggestions



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University of Miami

AMA SERVSIG Doctoral Consortium
4 October 2007



Session Agenda

- A brief overview of my career as an academic
- An analysis of my publication history
- Lessons learned and some suggestions



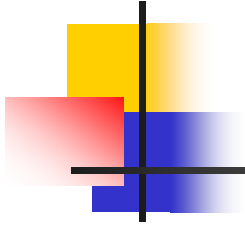
Education

- 1970 – B.Tech., Indian Institute of Technology, Madras, India
- 1972 – M.B.A., Indian Institute of Management, Ahmedabad, India
- 1975 – D.B.A., Indiana University, Bloomington, Indiana, USA



Employment History

- 1975 – 1979: Assistant Professor, University of Northern Iowa
- 1979 – 1981: Assistant Professor, Texas A&M University
- 1981 – 1986: Associate Professor, Texas A&M University
- 1986 – 1987: Professor, Texas A&M University
- 1987 – 1990: Foley's/Federated Professor of Retailing & Marketing Studies, Texas A&M University
- 1990 – 1994: Federated Professor of Marketing, Texas A&M University
- 1994 – Present: Professor & Holder of The James W. McLamore Chair in Marketing, University of Miami



Analysis of Publication History

Chronology and Composition of Journal Articles

Period	JM	JMR/Mktg. Sci.	JAMS/JR	JSR	"X"	"Y"	Total
75-77	0	1	0	0	1	0	2
78-80	1	0	0	0	3	1	5
81-83	0	1	0	0	15	5	21
84-86	4	1	0	0	9	3	17
87-89	2	0	2	0	8	1	13
90-92	0	1	2	0	8	0	11
93-95	1	0	5	0	1	0	7
96-98	2	0	1	0	3	0	6
99-01	0	0	2	1	1	0	4
02-04	1	0	2	0	11	0	14
05-07	0	1	1	3	5	0	10
Total	11	5	15	4	65	10	110

"X": "Glad I wrote these" "Y": "I have second thoughts about these"

Chronology and Composition of Conference Presentations/Proceedings

Period	"X"	"Y"	Total
75-77	5	1	6
78-80	3	3	6
81-83	9	4	13
84-86	9	0	9
87-89	7	0	7
90-92	13	0	13
93-95	9	0	9
96-98	24	0	24
99-01	21	0	21
02-05	13	0	13
05-07	13	0	13
Total	126	8	134

"X": "Glad I made these" "Y": "I have second thoughts about these"



Chronology of Co-authored MSI Research Monographs

Year	Title
1984	A Conceptual Model of Service Quality and Its Implications for Future Research
1986	SERVQUAL: A Multiple-Item Scale for Measuring Service Quality
1987	Communication and Control Processes in the Delivery of Service Quality
1990	An Empirical Examination of Relationships in an Extended Model of Service Quality
1991	The Nature and Determinants of Customer Expectations of Service
1993	Ten Lessons for Improving Service Quality (updated and reprinted in 2003)
1994	Moving Forward in Service Quality Research: Measuring Different Levels of Customer Expectations, Comparing Alternative Scales, and Examining the Performance-Behavioral Intentions Link
1995	Prepurchase Preference and Postconsumption Satisfaction in a Service Exchange
2000	A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice
2004	E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality



Chronology of Books and Book Chapters

Year	Title/Author(s)	Type
1986	Marketing Research – Parasuraman	Textbook
1990	Delivering Quality Service – Zeithaml, Parasuraman, and Berry	Business Book
1991	Understanding, Measuring and Improving Service Quality: Findings from a Multi-Phase Research Program – Parasuraman, Berry, and Zeithaml	Book Chapter
1991	Marketing Research (2 nd Ed.) – Parasuraman	Textbook
1991	Marketing Services – Berry and Parasuraman	Business Book
1992	Strategic Positioning on the Dimensions of Quality – Zeithaml, Parasuraman, and Berry	Book Chapter
1994	Environmental and Positioning Antecedents of Management Commitment to Service Quality – Ahmed and Parasuraman	Book Chapter
1995	Measuring and Monitoring Service Quality – Parasuraman	Book Chapter
2001	Techno-Ready Marketing – Parasuraman and Colby	Business Book
2002	Understanding and Improving Service Quality: A Literature Review and Research Agenda – Parasuraman and Zeithaml	Book Chapter
2003	Marketing Research – Parasuraman, Grewal, and Krishnan	Textbook
2004	Service Quality – Zeithaml and Parasuraman	Scholarly Book
2006	Marketing Research (2 nd Ed.)– Parasuraman, Grewal, and Krishnan	Textbook

Evolution of Areas of Research Emphases

Period	Res. Methods	Sales & Industrial	Mktg. Concept	Mktg. Strategy	Services Mktg.	Rel. Mktg.	Tech.'s Role
72-74	Primary	Primary					
75-77	Primary	Primary					
78-80	Primary	Primary	Primary				
81-83	Primary	Primary	Primary	Primary	Primary		
84-86	Primary	Primary	Primary	Primary	Primary		
87-89	Primary	Primary	Secondary	Secondary	Primary		
90-92	Primary	Secondary	Secondary	Secondary	Primary		
93-95	Primary	Secondary	Secondary	Secondary	Primary	Primary	
96-98	Primary	Secondary	Secondary	Secondary	Primary	Primary	Primary
99-01	Primary	Secondary	Secondary	Secondary	Primary	Primary	Primary
02-04	Primary	Secondary	Secondary	Secondary	Primary	Primary	Primary
05-07	Primary	Secondary	Secondary	Secondary	Primary	Primary	Primary



Primary Emphasis



Secondary Emphasis



Overview of My Service Research Journey

Starting in 1983, the journey has consisted of multiple research phases that have:

- Covered a variety of sectors
- Employed both qualitative and quantitative research techniques
- Included interviews with managers, employees and customers of dozens of organizations
- Been sponsored by the Marketing Science Institute



Overview of Research Phases

- 1983-1985: Conceptual Model of SQ – GAPS Model
 - 1985-1988: SERVQUAL Instrument
 - 1988-1990: Extended GAPS Model
 - 1990-1993: Nature and Determinants of Service Expectations
 - 1993-1994: Refined SERVQUAL Instrument
 - 1995-1996: Multiple-Method Listening: A SQ Information System
- 1996-2007: Role of Technology in Service Delivery
 - 2000-2007: Understanding and Measuring e-Service Quality
 - 2001-2007: Network-Based Customer Service Systems



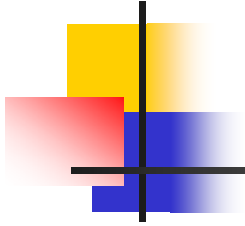
Personal Lessons from Analysis of Publication History

- Focus on research of topics that:
 - Have evolutionary potential
 - Will have practical relevance (at least eventually)
- Questions to ask before getting involved in any research project:
 - Does it address a truly important issue?
 - Is it something that you won't regret later?
 - Can your time be spent on some other laudable professional—or personal—pursuit?



Personal Lessons from Analysis of Publication History

- Don't be afraid to choose "risky" research topics/approaches—or to change research emphasis—as long as compelling professional logic and personal conviction support your choices and changes
- Partner with colleagues with overlapping – but complementary – skills and substantive areas of interest
- Take a multi-sector research approach if at all possible
- Work hard.....there is no substitute for it! But...
- Also take time out "to smell the roses!"



Some thoughts on Contributing to a Discipline



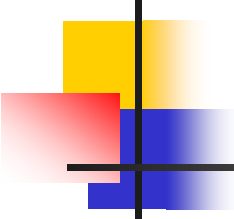
Primary Conduits for Channelling Research and Writing Contributions

- 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 a Discipline

- 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



The publication conduits and means of influence 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

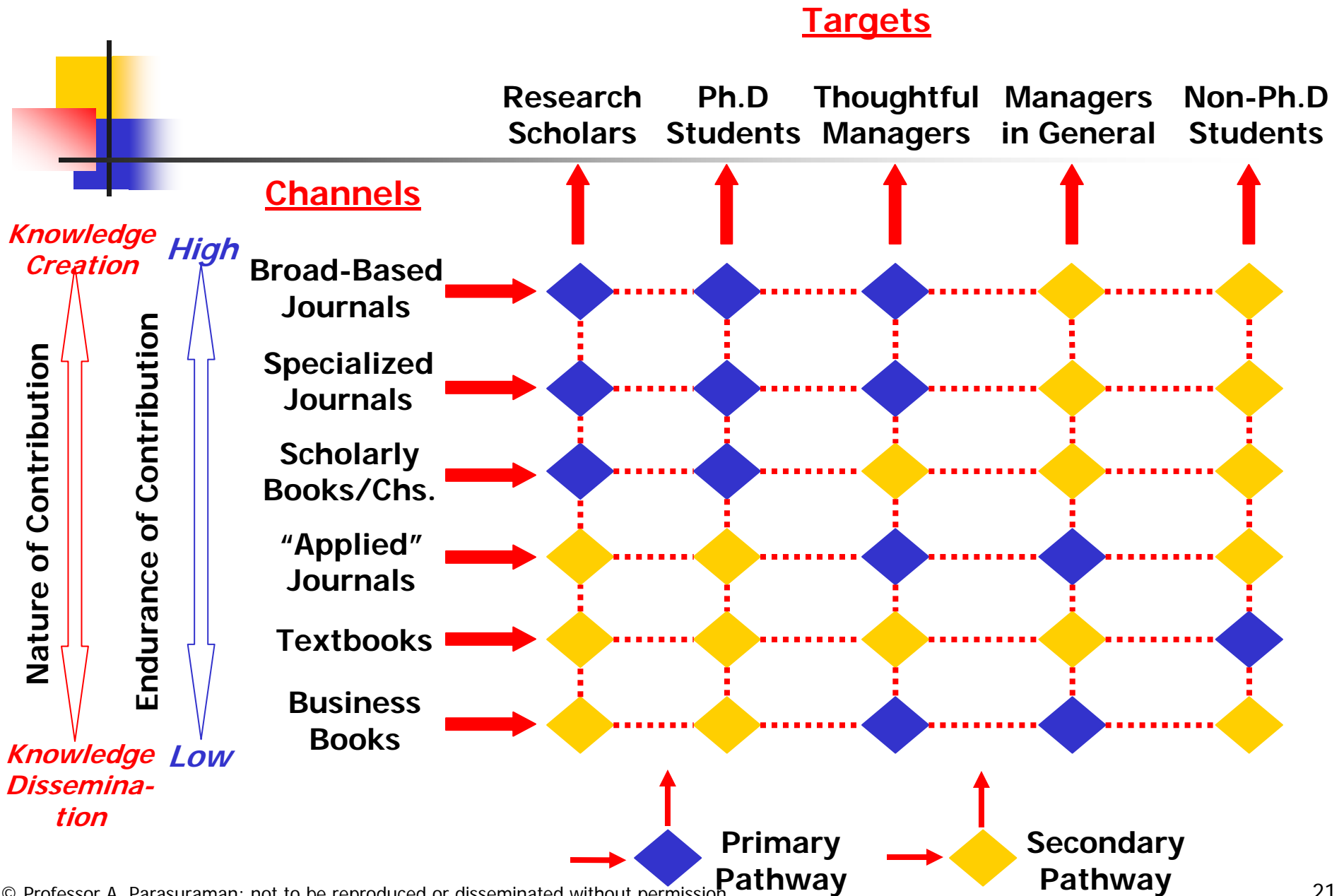
- Broad-Based Scholarly Journals
- Specialized Scholarly Journals
- Scholarly Books/Book chapters
- "Applied" Journals
- Textbooks
- Business Books

*Relatively
High*



*Relatively
Low*

Typology of Research and Writing Contributions





Four Observations Based on the Typology

- All publication pathways merit consideration
- Some publication pathways are more appropriate than others in early career stages
- It is advisable to consider multiple and varied journals within the realm of scholarly publishing
- Traversing all publication pathways will leave the deepest imprint on the discipline

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Thank You!