Reflections on My Career, Publishing in Top-Tier Journals, and Contributing Significantly to a Field

By

Prof. A. “Parsu” Parasuraman
University of Miami

Date: Thursday, 22 May 2008
Time: 10:30 a.m. - 12:30 p.m.
Venue: M802

All interested are welcome
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ABSTRACT

Prof. A. "Parsu" Parasuraman

In this seminar, Prof. Parsu will provide an overview of his over three-decade-long academic career and the evolution of his research during that period. In particular, the seminar will focus on his multi-phase, multi-sector program of research on service quality, customer service, and the role of technology in service delivery. He will discuss the research approach used and insights gained from each of the research phases and how each phase progressed into the next. During the course of this discussion, he will also touch on the nature, challenges and rewards of conducting programmatic research. Based on the lessons learned and insights gained from his career, Prof. Parsu will conclude the seminar by offering suggestions for publishing in leading journals and, more generally, for making an impact on one’s discipline through research and writing contributions.