

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

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

By

**Prof. A. Parasuraman
University of Miami, USA**

Date: Friday, 21 August 2009

Time: 10:30 a.m. - 12:00 noon

Venue: M802

All interested are welcome

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ABSTRACT

In this seminar, Dr Parasuraman 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, Dr Parasuraman 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.