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School of Business Administration
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EDUCATION

D.B.A., Indiana University (1975); Major – Marketing; Minor fields – Quant. Bus. Analysis & Statistics

M.B.A., I.I.M.-Ahmedabad, India (1972); Major – Marketing

B. Tech., I.I.T.-Madras, India (1970); Major – Mechanical Engineering

EMPLOYMENT/TITLES

Chairperson, Marketing Department, University of Miami, May 2013 – May 2016.

Director of Doctoral Programs, School of Business, University of Miami; August 2007 – December 2011; January 2013 – May 2016.

Vice Dean of Faculty, School of Business, University of Miami; January 2008 – May 2010.

Professor and Holder of The James W. McLamore Chair in Marketing, University of Miami; August 1994 - present.

Chairperson, Marketing Department, University of Miami, August 2004 – May 2006.

Federated Professor of Marketing, Texas A&M University, College Station, TX; January 1991 - July 1994.

Foley's/Federated Professor of Retailing and Marketing Studies, Texas A&M University, College Station, TX; September 1987 - December 1990.

Professor of Marketing, Texas A&M University, College Station, TX; September 1986 - August 1987.

Associate Professor of Marketing, Texas A&M University, College Station, TX; September 1981 - August 1986; tenured September 1982.

Assistant Professor of Marketing, Texas A&M University, College Station, TX; June 1979 - August 1981.

Assistant Professor of Marketing, University of Northern Iowa, Cedar Falls, Iowa; August 1975 - May 1979.

Associate Instructor, Indiana University, Bloomington, Indiana; August 1972 - August 1975.

Research Associate, I.I.M-Ahmedabad, India; May 1972 - July 1972.

Research Assistant at the computer center, I.I.M-Ahmedabad, India; May 1971 - July 1971.

AWARDS AND HONORS

Lifetime-Achievement/Career-Contribution Recognitions

1. The “*Journal of the Academy of Marketing Science (JAMS)-Parasuraman Best Paper Award for Long-term Impact*,” established in May 2018.
2. Recognized by the American Marketing Association Higher Education Special Interest Group (AMA Higher Ed SIG) as the recipient of their 2018 Lifetime Achievement Award for “distinct accomplishments and dedication to the area of higher education in the marketing discipline.”
3. Recognized by the American Marketing Association for “lifetime achievement and contributions to the field of marketing,” with the naming of one of the workspaces in AMA’s new Global Support Center in Chicago as “Parasuraman’s Grateful Room” (August 2016).
4. American Marketing Association’s 2013 Gilbert A. Churchill Award [an award given by the AMA Market Research Special Interest Group for lifetime achievement in the academic study of marketing research].
5. American Marketing Association’s 2012 Paul D. Converse Award [an award given out once every four years to 4-5 marketing scholars for significant contributions to the field].
6. Society of Marketing Advances’ “Elsevier Distinguished Scholar Award” (November 2009).
7. Academy of Marketing Science’s “Outstanding Marketing Educator” Award, 2001.
8. American Marketing Association’s “Career Contributions to the Services Discipline Award,” 1998 [an annual award bestowed upon one individual who has had a sustained and far-reaching impact on the service discipline].

Research-Citation Recognitions

1. Included in *2017 Clarivate Analytics Highly Cited Researchers* list (<https://hcr.clarivate.com/researchers-list/archived-lists/>)—one of only 5 Marketing academics in the “Economics & Business” category containing a total of 93 researchers across all economics and business disciplines.
2. Included in *2014 Clarivate Analytics Highly Cited Researchers* list (<https://hcr.clarivate.com/researchers-list/archived-lists/>)—one of only 8 Marketing academics in the “Economics & Business” category containing a total of 95 researchers across all economics and business disciplines.

3. Included in *2001 Clarivate Analytics Highly Cited Researchers* list (<https://hcr.clarivate.com/researchers-list/archived-lists/>)—one of only 30 Marketing academics in the “Economics & Business” category containing a total of 346 researchers across all economics and business disciplines.

Research Awards

At the University of Miami

1. Bank of America Senior Faculty Research Award, School of Business Administration, for “sustained, outstanding, and continuing contributions to scholarly research in the field of business and noteworthy contributions to building and maintaining a strong research environment at SBA” (May 2016).
2. Outstanding Research Award, School of Business Administration, 2005.
3. Outstanding Research Award, School of Business Administration, 2003.
4. Outstanding Research Award, School of Business Administration, 2000.
5. Provost’s Award for Scholarly Research (university-wide award), 1998.

At Texas A&M University

6. Outstanding Research Award, College of Business Administration, 1987.
7. Outstanding Research Award, College of Business Administration, 1982.

Teaching Awards

At the University of Miami

1. Honored by regular MBA students as the “Best Elective Course Instructor” in their 2-year program (May 2010).
2. Honored by EMBA (Management Group) students as the “Best Professor” in their 2-year program (December 2009).
3. Honored by regular MBA students as the “Best Elective Course Instructor” in their 2-year program (May 2009).
4. Outstanding Teaching Award, School of Business Administration, 2007.
5. Selected by students as the “Best Professor” in their two-year EMBA Program (Nassau, Bahamas), 2000.
6. Selected by students as the “Best Professor” in their two-year EMBA Program, 1998.
7. Selected by students as the “Best Professor” in their two-year EMBA Program, 1996.

At Texas A&M University

8. The Association of Former Students Distinguished Teaching Award, College of Business Administration & Graduate School of Business, 1993.

At Indiana University

9. Lieber Memorial Teaching Associate Award (for distinguished teaching among all associate instructors, university-wide), April 1975.
10. Distinguished Teaching Award (for distinguished teaching among School of Business associate instructors), School of Business, April 1975.

International Honors/Honorary Appointments

1. Appointed by Bocconi University (Italy) to serve on their Committee for Appointments and Promotions (2016-present).
2. Appointed to the International Jury Team of experts to assist the Federal Government of the UAE in the evaluation of different government entities as part of their “Vision 2021” Sheikh Khalifa Government Excellence Program (2016-present).
3. Appointed as Distinguished Visiting Professor for two consecutive two-year terms (2012-14 and 2014-16) at the Faculty of Hotel & Tourism Management, Universiti Teknologi MARA (UiTM), largest public university in Malaysia.
4. Inducted as an Academician member of the International Academy of Quality—IAQ (January 2014).
5. Appointed as Honorary Guest Professor of South China University of Technology (Guangzhou, China) for a three-year term (2013-2016).
6. Appointed as a Member of the Academic Committee of the Institute of Supply Chain Integration and Service Innovation at South China University of Technology (Guangzhou, China) for a three-year term (2013-2016).
7. Awarded an Honorary Doctorate Degree [*Doctorem Honoris Causa*], Maastricht University, Netherlands (January 2011).
8. Appointed as a member of the Advisory Board of “Custommerce,” a nonprofit organization charged with promoting customer service excellence throughout India (2010-2016).
9. “*Parasuraman Service Excellence Research Prize*” – an annual research award established in April 2008 by Hamdan Bin Mohammed e-University in Dubai to encourage pioneering research on service quality, service excellence and service innovation by scholars in the Middle East.
10. Appointed as “Honorary Professor” by the Oslo School of Management, Oslo, Norway (March 2008).

11. Designated as an “International Fellow of the Service Research Center (CTF)” by Karlstad University, Karlstad, Sweden on the occasion of the CTF’s 20th anniversary on October 5, 2006.
12. “Distinguished Alumnus Award” Indian Institute of Technology, Madras, India, 2005.
13. Named to the Chartered Institute of Marketing (U.K.)’s “Guru Gallery,” which profiles the 50 leading marketing thinkers, 2004.

US Honors/Honorary Appointments

1. Inducted as a Fellow of the American Marketing Association (one of only four inductees selected for 2016: <https://www.ama.org/academics/Pages/2016-AMA-Fellow-Inductees-Announced.aspx>).
2. Appointed as an external member of the Center for Services Leadership (CSL) Faculty Network Executive Committee at Arizona State University (December 2014-present).
3. Designated by the Center for Services Leadership (CSL) at Arizona State University as a member of their CSL Distinguished Faculty (March 2009).
4. Journal of the Academy of Marketing Science “Outstanding Reviewer Award” for 2003-2006.
5. Designated as one of two Senior Fellows of the Center for Excellence in Service (CES), Robert H. Smith School of Business, University of Maryland, 2005.
6. Named “Distinguished Fellow of the Academy of Marketing Science,” 2004.
7. Journal of Retailing “Outstanding Reviewer Award” for 2003.
8. Selected as one of the "Ten Most Influential Figures in Quality for 1988," by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control.

Other Honors (as a student)

1. G.P.A. of 4.0 (on a 4.0 scale) in Doctoral Program at Indiana University.
2. Indiana University Academic Fellowship, 1973 - 1975.
3. In the top 5% of graduating M.B.A. class of 1972 at IIM-Ahmedabad.
4. Hindustan Lever Limited Industrial Scholarship, 1971 - 1972.
5. Government of India Merit Scholarship, 1970 - 1971.
6. Merit Scholarship, I.I.T., Madras, 1967 - 1968 and 1969 - 1970.

RESEARCH GRANTS

1. \$10,000 from the Marketing Science Institute (May 2012).

2. \$82,400 (Canadian \$101,800 for 2009-11) from the Social Sciences and Humanities Research Council of Canada; with Kathryn Brohman (P.I.), Gabriele Piccoli and Pat Martin (April 2009).
3. \$ 5000 from the Marketing Science Institute; with Elaine Henry and Joseph Johnson (November 2007).
4. \$81,078 (Canadian \$96,146 for 2005-7) from the Social Sciences and Humanities Research Council of Canada; with Kathryn Brohman (P.I.), Gabriele Piccoli and Richard Watson (April 2005).
5. \$17,155 (Singapore \$ 29,153) from the University Research Committee, Nanyang Technological University, Singapore; with Shun Yin Lam (P.I.), NTU - Singapore (October 2003).
6. \$12,500 from the Marketing Science Institute; with Rick Watson, Kathryn Brohman and Gabriele Piccoli (May 2001).
7. \$18,000 from the Marketing Science Institute; with Valarie Zeithaml and Arvind Malhotra (August 2000).
8. \$10,000 from the Marketing Science Institute; with Valarie Zeithaml and Arvind Malhotra (December 1999).
9. \$6,900 from the Marketing Science Institute; with Glenn Voss (April 1993).
10. \$20,000 from Bell-Northern Research Inc. (May 1992).
11. \$34,000 from the Marketing Science Institute; with Valarie Zeithaml and Len Berry (September 1991).
12. \$10,000 from Bell-Northern Research Inc. (April 1991).
13. \$60,000 from the Marketing Science Institute; with Valarie Zeithaml and Len Berry (May 1989).
14. \$33,000 from PHH Corporation; with Len Berry and Jeff Conant (October 1988).
15. \$27,560 from GTE-Southwest (April 1988).
16. \$30,000 from the Marketing Science Institute; with Valarie Zeithaml and Len Berry (August 1986).
17. \$12,000 from the Texas A&M Center for Retailing Studies; with George Lucas (May 1986).
18. \$6,940 from the Texas A&M University CBA Research Committee (July 1985).
19. \$21,000 from the Marketing Science Institute; with Valarie Zeithaml and Len Berry (July 1984).
20. \$7,500 from the Marketing Science Institute; with Valarie Zeithaml and Len Berry (February 1983).
21. \$5,366 from the Texas A&M University CBA Research Committee (April 1983).
22. \$6,130 from the Texas A&M University CBA Research Committee; with Valarie Zeithaml and Len Berry (April 1982).

23. \$450 from the Texas A&M University Mini-Grant Committee (February 1981).
24. \$3,750 from the Texas A&M University CBA Research Committee (May 1980).
25. \$400 from the Texas A&M University Mini-Grant Committee (February 13, 1980).
26. \$1,380 from the Texas A&M University CBA Research Committee (October 1979).
27. \$500 from the Graduate College, University of Northern Iowa; with Leigh Lawton (Spring 1978).

RESEARCH INTERESTS

1. Services Marketing
2. Service Quality Measurement
3. Role of Technology in Customer Service
4. Marketing Research Methodology/Model Building
5. Business-to-Business Marketing
6. Marketing Management and Strategy

COURSES TAUGHT

Doctoral Level:

Theory of Research in Marketing

Master's Level:

Services Marketing

Strategic Marketing

Marketing Research

Marketing Management

Quantitative Tools for Decision Making

Bachelor's Level:

Marketing Research

Marketing Management

Industrial Marketing

Principles of Marketing

Consumer Behavior

Marketing Channels

DOCTORAL DISSERTATION COMMITTEES

George Wynn (Marketing)	Member	Graduated	1982
R. Viswanathan (Marketing)	Member	Graduated	1983
Elizabeth Ensley (Marketing)	Member	Graduated	1984

Ralph Jackson (Marketing)	Member	Graduated	1985
Michael Bowers (Marketing)	Member	Graduated	1985
Sandy Hart (Marketing)	Member	Graduated	1985
Larry O'Neal (Marketing)	Member	Graduated	1986
Jeff Sager (Marketing)	Member	Graduated	1986
Charles Martin (Marketing)	Member	Graduated	1986
Mark Johnston (Marketing)	Member	Graduated	1986
John Bowen (Marketing)	Chairperson	Graduated	1986
Terry Clark (Marketing)	Member	Graduated	1987
Daryl McKee (Marketing)	Member	Graduated	1987
Seoho Um (Rec. & Parks)	Member	Graduated	1987
Mark Havitz (Rec. & Parks)	Member	Graduated	1987
Marlene Kahla (Marketing)	Member	Graduated	1988
Sheila Backman (Rec. & Parks)	Member	Graduated	1988
Dan Rajaratnam (Marketing)	Chairperson	Graduated	1989
Karim Shaikh (Marketing)	Member	Graduated	1989
Farquema Sirleaf (Indus. Ed.)	Grad. Council Rep.	Graduated	1989
Julie Baker (Marketing)	Chairperson	Graduated	1990
Ian Reid (Rec. & Parks)	Member	Graduated	1990
Kristen Standage (Indus. Ed.)	Grad. Council Rep.	Graduated	1991
Linda Bouck (Indus. Ed.)	Grad. Council Rep.	Graduated	1992
Yong Kwan Kim (Rec. & Parks)	Member	Graduated	1992
Linda Ralston (Rec. & Parks)	Member	Graduated	1993
Gail Zank (Marketing)	Member	Graduated	1993
Jacquelyn Warwick (Marketing)	Member	Graduated	1993
William Powers (History)	Grad. Council Rep.	Graduated	1993
Sheila Jones (Marketing)	Chairperson	Graduated	1993
Glenn Voss (Marketing)	Chairperson	Graduated	1994
Irfan Ahmed (Marketing)	Co-Chairperson	Graduated	1996

OTHER COMMITTEE ASSIGNMENTS

At the University of Miami

1. Member, Promotion & Tenure Advisory Committee, School of Business Administration (2016-present).
2. Member, School Council, School of Business Administration (2016-2017).
3. Member, International Advisory Council (IAC) of the UM Center for International Business Education and Research (CIBER) (2012-present).
4. Member, Academic Personnel Board (2011-2012).
5. Member, Faculty Development and Support Task Force, School of Business Administration (2011-2012).
6. Member, Promotion & Tenure Advisory Committee, School of Business Administration (2006-2008).

7. Member, Academic Personnel Board (2003-2004).
8. Member, UM Research Council (1997-2000).
9. Member, Promotion & Tenure Advisory Committee, School of Business Administration (1995-2003).
10. Member, School Council, School of Business Administration (1994-1996).

At Texas A&M University

11. Member, Diversity Task Force, College of Business Administration (1992 - 1994).
12. Member, Texas A&M TQM Proposal (for IBM competition) Committee (1991 - 1992).
13. Member, College of Business Administration CED Review Committee (1991 - 1992).
14. Member, College of Business Administration Promotion and Tenure Advisory Committee (1989-1991).
15. Member, Center for International Business Studies Research Committee (1989 - 1994).
16. Member, College of Business Administration Master's Graduate Instruction Committee (1981 -1991).
17. Member, Ad Hoc Recruiting Committee, Marketing Department (1988 - 1994).
18. Member, Faculty Committee of the Center for Retailing Studies (1982 - 1994).
19. Chairman, Research Committee of the Center for Retailing Studies (1982-1991).
20. Member, College of Business Administration Advisory Committee on International Faculty Recruiting (1987-1989).
21. Member, College of Business Administration Dean Search Committee (1986-1987).
22. Chairman, Marketing Department Head Search Committee (1985-1986).
23. Member, Marketing Department Head Search Committee (1984-1985).
24. Member, College of Business Administration Faculty Advisory Committee (1980-1983).
25. Chairman, Ad Hoc Travel Task Force, Marketing Department (1983-1984).

At the University of Northern Iowa

26. Coordinator of the marketing area, School of Business, University of Northern Iowa (1978-1979).
27. Member, Ad Hoc Policy Committee, School of Business, University of Northern Iowa (1977).

28. Faculty Advisor to the student Marketing Club, University of Northern Iowa (1977-1979).

EDITORIAL/REVIEWING RESPONSIBILITIES

Editor, Journal of Service Research, (June 1, 2005 – May 31, 2009).

Editor, Journal of the Academy of Marketing Science (June 1, 1997-May 31, 2000).

Member of the Editorial Review Board of:

Academy of Marketing Science Review (June 2015-present)
Journal of Service Research (June 1997-June 2005; June 2009-present)
Journal of Service Theory & Practice [formerly MSQ] (July 2013-present)
Journal of Retailing (Jan. 1992- May 2015; Advisory Board: June 2015-present)
International Journal of Research in Marketing (May 2015-present)
Journal of Service Management [formerly IJSIM] (Nov. 1994-present)
Journal of Interactive Marketing (Sept. 2002-2018)
International Journal of Advanced Media and Communication (Sept. 2002-present)
International Journal of Internet Marketing and Advertising (Sept. 2003-present)
European Business Review (Jan. 2006-present)
International Journal of Contemporary Hospitality Management (June 2007-present)
Journal of Marketing (Sept. 1988-Oct. 2016)
Journal of the Academy of Marketing Science (March 1996-May 1997; June 2000-May 2014)
Vikalpa: The Journal for Decision Makers (Nov. 2000-May 2003)
Journal of the ESIC-Market (June 2007-May 2012)
Journal of Personal Selling and Sales Management (July 1996-June 2002)
Singapore Nanyang Business Review (Jan. 2002-Dec. 2005)

Ad hoc reviewer for:

Journal of Marketing Research (1987-present)
Journal of Marketing (1984-1988)
Journal of the Academy of Marketing Science (1984-1996)
Journal of Retailing (1988-1991)
Marketing Science (2002)
Journal of Personal Selling and Sales Management (1990)
Business Horizons (1983, 1984)
Decision Sciences (1986)
Asia-Pacific Journal of Management (1987)
Journal of Public Policy and Marketing (1988, 1991)
Academy of Management Journal (1991)
Production and Operations Management: An International Journal (1991)
Organizational Dynamics (1992)
Management Science (1993)
Journal of International Consumer Marketing (1993)
Marketing Letters (2007)
Sloan Management Review (1997)

Guest Associate Editor for Journal of Marketing Research (2012-2016)

Reviewed papers for:

MSI's Clayton Doctoral Dissertation Proposal Competition (1994- 2016)
 John A. Howard Dissertation Competition (2007-2010)
 AMA Services Marketing Conference (1985, 1986, 1987, 1988, 1991)
 AMA Educators' Conference (1983, 1985, 1987, 1988, 1991-1993)
 AMA Winter Marketing Conference (1987, 1993)
 AMS Annual Conference (1994)
 International Research Seminar in Marketing -- France (1988)
 DSI National Conference (1981, 1982, 1985)
 AMA Theory Conference (1980)
 Southern Marketing Association Conference (1980)

Judge for AMA Doctoral Dissertation Competition (1991, 1993, 1999-2003)

OTHER PROFESSIONAL/SERVICE ACTIVITIES

1. Member of the Advisory Board for the **2016 SERVSIG Research Conference**, sponsored by the American Marketing Association and the Service Science Factory-Maastricht University, held in Maastricht, Netherlands (June 2016).
2. Member of the Conference Committee, **Twenty-Fourth Annual Frontiers in Service Conference 2015**, sponsored by the American Marketing Association, INFORMS, Center for Excellence in Service (University of Maryland) and IBM, Cisco Systems, the Lucas Graduate School of Business at San José State University and the International Society of Service Innovation Professionals, held in San Jose, California (July 2015).
3. Co-Chair, **Twenty-Third Annual Frontiers in Service Conference 2014**, sponsored by the American Marketing Association, INFORMS, Center for Excellence in Service (University of Maryland), University of Miami, UM-CIBER, IBM, held at the University of Miami, Coral Gables (June 2014).
4. Co-Chair, **Twenty-Second Annual Frontiers in Service Conference 2013**, sponsored by the American Marketing Association, INFORMS, Center for Excellence in Service (University of Maryland), National Science Council of Taiwan, and IBM, held in Taipei, Taiwan (July 2013).
5. Member, Scientific Committee of the 12th International QUIS (Quality in Services) Conference (held in June 2011 in Ithaca, NY).
6. Member, Scientific Committee of the 2011 International Conference on System Engineering and Modeling (ICSEM 2011), Mumbai, India
7. Chair, "Meet the Editors" session, 2008 Society for Marketing Advances (SMA) Conference, St. Petersburg, FL (Nov. 2008).
8. Co-Chair, **Thirteenth Annual Frontiers in Service Conference 2004**, sponsored by the American Marketing Association, Center for Excellence in Service (University of Maryland) and University of Miami, held at the University of Miami, Coral Gables (October 2004).

9. Member, Board of Governors of The Academy of Marketing Science (elected position; two terms: 1996-2008).
10. VP for Publications (elected position), The Academy of Marketing Science (2000-2002).
11. Co-Chair, Special Conference on *Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions*, sponsored jointly by the Marketing Science Institute and the Journal of the Academy of Marketing Science, held in Boca Raton, FL (December 2001).
12. Co-Chair, AMA's Sheth-Foundation Doctoral Consortium, hosted by the University of Miami (June 2001).
13. Chair, Service Delivery and Distribution track of the *Eric Langeard International Research Seminar in Service Management*, La Londe les Maures, France (June 2000).
14. Member, Advisory Board of COPENICUS: The Marketing Investment Strategy Group, a major marketing consulting company (1995-present).
15. Co-Chair, Special Conference on *Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions*, sponsored jointly by the Marketing Science Institute and the Journal of the Academy of Marketing Science (December 1998).
16. Co-Chair, Marketing at the Point of Customer Contact Track, 1997 AMA Winter Educators' Conference.
17. Chairman, Services Sector Track, 1996 Research Conference on Relationship Marketing.
18. Co-Chair, Services Marketing Track, 1995 Academy of Marketing Science Conference.
19. Faculty Associate, Center for Services Marketing, Vanderbilt University (1993-1996).
20. Member, Marketing Science Institute's Services Steering Group (1991 - 1995).
21. President, North American Society for Marketing Education in India [NASMEI] (1994-1995).
22. Overall Program Co-Chair, AMA's Summer Educators' Conference, Washington, D.C. (August 1990).
23. Vice President-Membership, Southwestern Marketing Association (1987 - 1989).
24. Overall Program Chairman, 1987 Southwestern Marketing Association Conference.
25. Chairman, Marketing Management and Strategy Track, 1985 Southwestern Marketing Association Conference.
26. Co-Chaired (with Bill Pride) an AMA-sponsored workshop on the "Marketing Concept" held on the Texas A&M campus (Spring 1983).

TEACHING IN EXECUTIVE DEVELOPMENT PROGRAMS

1. Seminars on Service Quality, Executive Development Programs, School of Business, University of Miami (1996-present).
2. Seminar on Customer Service, Tata Management Training Centre, Pune, India (1996).
3. Seminar on Survey Methodologies, Institute of Banking Studies, Kuwait (1996).
4. Delivering Quality Service Seminar, Hong Kong Polytechnic (1994).
5. Service Quality for Regional Managers, Institute of Banking Studies, Kuwait (1993).
6. Service Quality Seminar, Singapore Institute of Management (1992).
7. Executive Development Program, CED, University of Houston (1992).
8. Improving Service in Retailing, First Annual Sponsors-Only Seminar, Center for Retailing Studies, Texas A&M University (1992).
9. Services Marketing Program, University of Cape Town, South Africa (1991).
10. Achieving Services Marketing Excellence, Indian Institute of Management, Bangalore, India (1991).
11. Service: The Competitive Edge, Service Marketing Program, University of Toronto (1990).
12. Services Marketing Institute Program, First Interstate Center for Services Marketing, Arizona State University (1988-1996).
13. USAF Recreation Directors' Workshop, Texas A&M University (1988, 1989).
14. The Southland Corporation Advanced Marketing Program, University of Texas at Austin (1987).
15. Industrial Marketing Seminar, Center for Executive Development, Texas A&M University (1980, 1981).

CONSULTING EXPERIENCE

Served as a consultant and/or conducted executive seminars for a number of firms such as Advance Consultora (Ecuador), Airgas, Inc., AerOasis (Colombia), ALFA Corporativo (Mexico), AMSCO Engineering Service, Association of Research Libraries, AT&T, Avon Products, ANZ Bank (Australia), Arthur D. Little, Inc., Bank of Boston, Bell Communications Research (BELLCORE), BellSouth Services, Best Buy, Birla Group (India), Blackstone/MarketFacts (India), CapitalOne, Compaq, Coopers & Lybrand-Galgano (Spain), Copernicus, Corning, Inc., Du Pont, Elanco Products, Galgano Consulting (Italy), Godrej & Boyce (India), GTE, IBM-Canada, IM&C International (Brazil), IMEDIA (India), Institute of Banking Studies (Kuwait), John Hancock Mutual Life Insurance Company, McDonald's, MemberTrends Market Research, Metropolitan Life Insurance Company, PACCAR, Inc., Proudfoot (South Africa), PQM Consultants (Indonesia), Quest Consulting (Malaysia), Rockbridge Associates, Inc., Services Marketing Group - OY (Finland), Service Quality Centre (Singapore), Service Quality

Management (South Africa), Social Security Administration, Southwestern Bell, and Sintec Consultores (Mexico).

BOOKS

1. Zeithaml, V.A. and **A. Parasuraman**, Service Quality, Cambridge, MA: Marketing Science Institute (April 2004).
2. **Parasuraman, A.**, D. Grewal and R. Krishnan, Marketing Research, 2nd Edition, Boston: MA: Houghton-Mifflin (March 2006).
3. **Parasuraman, A.**, D. Grewal and R. Krishnan, Marketing Research, Boston: MA: Houghton-Mifflin (March 2003).
4. **Parasuraman, A.**, Marketing Research, 2nd Edition, Reading, MA: Addison-Wesley, January 1991 (890 pages).
5. **Parasuraman, A.** and C.L. Colby, Techno-Ready Marketing: How and Why Your Customers Adopt Technology, New York, NY: The Free Press (April 2001).
6. Berry, L.L. and **A. Parasuraman**, Marketing Services: Competing Through Quality, New York, NY: The Free Press (August 1991).
7. Zeithaml, V.A., **A. Parasuraman**, and L.L. Berry, Delivering Quality Service: Balancing Customer Perceptions and Expectations, New York, NY: The Free Press (February 1990).
8. **Parasuraman, A.**, Marketing Research, Reading, MA: Addison-Wesley, January 1986 (831 pages).

BOOK CHAPTERS

1. **Parasuraman, A.** and Valerie A. Zeithaml, "Understanding and Improving Service Quality: A Literature Review and Research Agenda," in Barton A. Weitz and Robin Wensley (eds.), Handbook of Marketing (London, England: Sage Publications), 2002, pp. 339-367.
2. **Parasuraman, A.**, "Measuring and Monitoring Service Quality," in W. J. Glynn and J. G. Barnes (eds.), Understanding Services Management (Chichester, England: John Wiley & Sons, Ltd.), 1995, pp. 143-177.
3. Ahmed, A. and **A. Parasuraman**, "Environmental and Positional Antecedents of Management Commitment to Service Quality," in T. Swartz, D. Bowen and S. Brown (eds.), Advances in Services Marketing & Management: Research and Practice, Vol. 3, 1994, pp. 69-94.
4. Zeithaml, V.A., **A. Parasuraman** and L.L. Berry, "Strategic Positioning on the Dimensions of Quality," in T. Swartz, D. Bowen and S. Brown (eds.), Advances in Services Marketing & Management: Research and Practice, Vol. 1, 1992, pp. 207-228.
5. **Parasuraman, A.**, L.L. Berry and V.A. Zeithaml, "Understanding, Measuring, and Improving Service Quality: Findings from a Multiphase Research Program," in Stephen W. Brown and Evert Gummesson (eds.), Service Quality—Multidisciplinary and Multinational Perspectives (Lexington, MA: Lexington Books), 1991, pp. 253-268.

RESEARCH MONOGRAPHS

1. **Parasuraman, A.**, V.A. Zeithaml, and A. Malhotra, "E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality," MSI monograph, 2004, No. 04-112.
2. Voss, Glenn B. and **A. Parasuraman**, "Prepurchase Preference and Postconsumption Satisfaction in a Service Exchange," MSI monograph, October 1995, No. 95-113.
3. **Parasuraman, A.**, V.A. Zeithaml, and L.L. Berry, "Moving Forward in Service Quality Research: Measuring Different Levels of Customer Expectations, Comparing Alternative Scales, and Examining the Performance-Behavioral Intentions Link," MSI monograph, September 1994, No. 94-114.
4. Berry, L.L., **A. Parasuraman**, and V.A. Zeithaml, "Ten Lessons for Improving Service Quality," MSI monograph, May 1993, No. 93-104.
5. Zeithaml, V.A., L.L. Berry, and **A. Parasuraman**, "The Nature and Determinants of Customer Expectations of Service," MSI monograph, May 1991, No. 91-113; **nominated as one of five best papers published by MSI in 1991.**
6. **Parasuraman, A.**, L.L. Berry, and V.A. Zeithaml, "An Empirical Examination of Relationships in an Extended Model of Service Quality," MSI monograph, December 1990, No. 90-122.
7. Zeithaml, V.A., L.L. Berry, and **A. Parasuraman**, "Communication and Control Processes in the Delivery of Service Quality," MSI monograph, June 1987, No. 87-100.
8. **Parasuraman, A.**, V.A. Zeithaml, and L.L. Berry, "SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality," MSI monograph, August 1986, No. 86-108.
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122. **Parasuraman, A.**, "An Approach for Allocating Sales Call Effort," Industrial Marketing Management, Vol. 19, May 1982, pp. 261-268.
123. **Parasuraman, A.**, "Commercial Marketing Researchers' Evaluations of Academic Journals and Marketing Research Education," Journal of Marketing Education, Fall 1981, pp. 52-58.
124. **Parasuraman, A.** and C.M. Futrell, "Executives' Views about Energy Conservation: Problems and Prospects," Journal of Energy and Development, Vol. 6, No. 2, Spring 1981, pp. 225-231.

125. **Parasuraman, A.**, "Use of Computers in Purchasing: An Empirical Study," Journal of Purchasing and Materials Management, Vol. 17, No. 1, Spring 1981, pp. 10-14.
126. **Parasuraman, A.**, "Characteristics of Firms with and without Formal Vendor Evaluation Systems: Implications for Institutional Buyers and Sellers," Akron Business and Economic Review, Vol. 12, No. 1, Spring 1981, pp. 30-34.
127. **Parasuraman, A.**, "Assessing the Worth of Business Simulation Games: Problems and Prospects," Simulation and Games, Vol. 12, No. 2, June 1981, pp. 189-200.
128. Futrell, C.M. and **A. Parasuraman**, "Impact of Clarity of Goals and Role Perceptions on Job Satisfaction," Perceptual and Motor Skills, Vol. 52, 1981, pp. 27-32.
129. Lawton, Leigh and **A. Parasuraman**, "So You Want Your New Product Planning to be Productive?" Business Horizons, December 1980, pp. 29-34.
130. **Parasuraman, A.**, "Hang On to the Marketing Concept," Business Horizons, September-October 1981, pp. 38-40.
131. **Parasuraman, A.**, "Social Acceptance of Children's Commercials on Television: Some Suggestions for Marketers," Baylor Business Studies, Vol. 14, No. 6, September 19, 1980, pp. 29-39.
132. **Parasuraman, A.**, "Vendor Segmentation: An Additional Level of Market Segmentation," Industrial Marketing Management, Vol. 9, No. 1, February 1980, pp. 59-62.
133. Lawton, Leigh and **A. Parasuraman**, "The Impact of the Marketing Concept on New Product Planning," Journal of Marketing, Vol. 44, No. 1, Winter 1980, pp. 19-25.
134. **Parasuraman, A.**, "Marketing Research by a Small Industrial Firm: A Case Study," Industrial Marketing Management, Vol. 7, No. 4, 1978, pp. 238 -242.
135. **Parasuraman, A.** and R.L. Day, "A Management-Oriented Model for Allocating Sales Effort," Journal of Marketing Research, Vol. 14, No. 1, February 1977, pp. 22-33.
136. **Parasuraman, A.**, "Assigning Salesmen to Sales Territories: Some Practical Guidelines," Industrial Marketing Management, Vol. 4, No. 6, 1975, pp. 335-341.

PAPERS PRESENTED/PUBLISHED IN PROCEEDINGS

1. **Parasuraman, A.**, "Understanding the Role of Technology," invited special-session presentation on "Future of Service Research: Opportunities, Challenges, & Strategies," at the 2018 AMA Summer Educators' Conference, Boston, MA (August 2018).
2. **Parasuraman, A.**, "Impact of Doing Programmatic Research in – and Current Priority Topics for – Advancing the Service Field," invited presentation at the 6th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India (January 2018).
3. **Parasuraman, A.**, "Some Reflections on the Importance and Potential Impact of Doing Programmatic Research," invited presentation at the Society of Marketing Advances' 29th Annual

Doctoral Consortium, Louisville, KY (November 2017).

4. **Parasuraman, A.**, “The New Face of Quality Management in an Era of Rapid Technology-Service Convergence,” invited panel-session presentation at the 2nd World Quality Forum, sponsored by the International Academy for Quality, Bled, Slovenia (October 2017).
5. **Parasuraman, A.**, “Reflections on *Great Service Leaders* – Some Food for Further Thought,” invited plenary-panel presentation at the 26th Annual Frontiers in Service Conference, New York, (June 2017).
6. Charles L. Colby, Sunil Mithas and **A. Parasuraman**, “The Role of Digitally Rich Experiences in Satisfying Service Customers” competitive-paper presentation at the 26th Annual Frontiers in Service Conference, New York (June 2017).
7. **Parasuraman, A.**, “Augmenting the Organizational Frontlines Research Agenda,” invited presentation at the 3rd Annual Organizational Frontlines Research (OFR) Symposium, Winter AMA Conference, Orlando (February 2017).
8. **Parasuraman, A.**, “Technology—Service Convergence: Implications for Effective Customer Experience Management,” invited keynote address delivered at the 12th Global Marketing Conference on *New Age Customer Centric Marketing*, Mumbai, India (February 2017).
9. **Parasuraman, A.**, “Evolution and Impact of the GAPS Model and SERVQUAL: Implications for Researchers,” invited keynote address delivered at the International Conference on Advanced Marketing, Colombo, Sri Lanka (January 2017).
10. **Parasuraman, A.**, “Research Priorities and Opportunities for Advancing Knowledge in the Service Domain,” invited presentation at the AIM-AMA Sheth Foundation Doctoral Consortium, Mumbai, India (January 2017).
11. **A. Parasuraman**, “Contemporary Methodologies for Service Research,” invited plenary-panel discussion involving past editors and the editor-designate of the Journal of Service Research, 5th Annual “Let’s Talk About Service” [LTAS] Workshop, New York (December 2016).
12. Vamsi Kanuri and **A. Parasuraman**, “Toward a Typology of Service Transition Strategies,” competitive-paper presentation at the 25th Annual Frontiers in Services Conference, Bergen, Norway (June 2016).
13. Charles L. Colby, Sunil Mithas and **A. Parasuraman**, “Service Robotics: How Ready are Consumers to Adopt and What Drives Acceptance?” competitive-paper presentation at the 25th Annual Frontiers in Services Conference, Bergen, Norway (June 2016).
14. **Parasuraman, A.**, “Technology—Service Convergence: Implications for Effective Customer Experience Management,” invited keynote address delivered at the 3rd International Communication Management Conference (ICMC2016), MICA, Ahmedabad, India (Feb. 2016).
15. **Parasuraman, A.**, “Advancing the Service Field: Current Priority Topics and Research Imperatives,” invited presentation at the AIM-AMA Sheth Foundation Doctoral Consortium, New Delhi, India (January 2016).

16. **Parasuraman, A.**, “Some Reflections on My Career and Making Significant Contributions through Programmatic Research,” invited keynote address at the International Conference on Innovation and Case Research Workshop, Management Development Institute (MDI), Gurgaon, Delhi, India (January 2016).
17. **Parasuraman, A.** “Advancing the Service Field: Current Priority Topics and Research Imperatives,” invited presentation at the 9th Annual NASMEI International Research Conference, Great Lakes, Chennai (December 2015).
18. **Parasuraman, A.** and Lia Patricio, “Service Research Priorities in a Rapidly Changing Context,” invited keynote address delivered at the 4th Annual “Let’s Talk About Service” [LTAS] Workshop, Namur, Belgium (December 2015).
19. **Parasuraman, A.**, “Some Reflections on My Career and Making Significant Contributions through Programmatic Research,” invited presentation at the Society of Marketing Advances’ 27th Annual Doctoral Consortium, San Antonio, TX (November 2015).
20. **Parasuraman, A.**, “The Quality-Productivity Link,” invited panel-session presentation at the World Quality Forum, sponsored by the International Academy for Quality, Budapest, Hungary (October 2015).
21. **Parasuraman, A.**, “Creating Impact through Teaching and Service,” invited presentation at 22nd Annual SERVSIG Doctoral Consortium, 2015 Frontiers in Service Conference, San Jose, CA (July 2015).
22. R. Krishnan and **A. Parasuraman**, “Value-Creation in B2B Markets: An ‘Ecosystem’ Perspective,” competitive-paper presentation at the 14th International Research Symposium on Service Excellence in Management (QUIS 14), Shanghai, China (June 2015).
23. **Parasuraman, A.**, “Global Service Research Collaboration,” invited presentation at QUIS14/AMA-SERVSIG Plenary Panel Session, CEIBS, Shanghai, China (June 2015).
24. **Parasuraman, A.**, “Importance of Doing *Programmatic* Research,” invited presentation at QUIS14/AMA-SERVSIG Doctoral Consortium, Fudan University, Shanghai, China (June 2015).
25. **Parasuraman, A.**, “Service Quality—Conceptualization, Measurement & Link to Productivity,” invited 2015 distinguished lecture in the W.L. Gore Lecture Series in Management Science, University of Delaware (April 2015)—<https://lerner.udel.edu/faculty-and-research/lectures-seminars/w-l-gore-lecture-series-in-management-science>.
26. **Parasuraman, A.**, “Importance and Potential Impact of Doing Programmatic Service Research,” invited presentation at the AIM-AMA Sheth Foundation Doctoral Consortium, Dubai, UAE (January 2015).
27. **Parasuraman, A.**, “Importance and Potential Impact of Doing Programmatic Research,” invited opening presentation at the Society of Marketing Advances’ 26th Annual Doctoral Consortium, New Orleans, LA (November 2014).
28. **Parasuraman, A.**, ““Global Consortium of Service Research Centers’ Initiative: Overview and Key Insights” invited opening presentation at the International Network of Service Researchers Meeting

organized by the Service Research Center [CTF], Karlstad University, Karlstad, Sweden (September 2014).

29. **Parasuraman, A.**, “Designing Superior Services by Capitalizing on the Convergence of Service Quality, Productivity and Innovation,” invited keynote presentation at the First International Conference on Quality Engineering & Management, Guimarães, Portugal (September 2014).
30. **Parasuraman, A.**, “Service Excellence: Conventional Beliefs vs. Research-Based Insights,” invited keynote address at the Second International Hospitality & Tourism Conference, Penang, Malaysia (September 2014).
31. **Parasuraman, A.**, L. Aksoy, J. Ball, and T. Keiningham, “Delight Me: Understanding the Definition, Drivers and Outcomes of Customer Delight,” competitive-paper presentation at the 23rd Annual Frontiers in Services Conference, Miami, FL (June 2014).
32. Ordanini, A., **A. Parasuraman**, and L. Colm, “When Service Customers Do Not Consume in Isolation: A Conceptual Framework of Customers’ Interdependent Behavior,” competitive-paper presentation at the 23rd Annual Frontiers in Services Conference, Miami, FL (June 2014).
33. **Parasuraman, A.**, “IAQ Introductory Presentation,” invited research-overview presentation at the annual meeting of the International Academy of Quality, Gothenburg, Sweden (June 2014).
34. **Parasuraman, A.**, “A Framework for Understanding, Evaluating and Improving Service Quality: Implications for Managing Transit Systems,” invited presentation at the Second Conference on Sustainable Urban Mobility, Volos, Greece (May 2014).
35. **Parasuraman, A.**, “Customer Delight,” invited presentation at the AMA Winter Educators’ Conference, Orlando, FL (February 2014).
36. **Parasuraman, A.**, “Ubiquitous Marketing: Unwired Consumers.....Rewriting Rulebooks,” keynote address delivered at the 9th Annual SIMSR Global Marketing Conference, held in Mumbai, India (January 2014).
37. **Parasuraman, A.**, “Importance and Impact of Doing Programmatic Research,” invited opening presentation at the Society of Marketing Advances’ 25th Annual Doctoral Consortium, Hilton Head, SC (October 2013).
38. Colby, C.L. and **A. Parasuraman**, “Technology Readiness Index 2.0: Revising a Scale to Reflect a Changing Services Technology Landscape,” competitive-paper presentation at the 13th International Research Symposium on Service Excellence in Management (QUIS 13), Karlstad, Sweden (June 2013).
39. **Parasuraman, A.**, “Customer Delight—More Confusion than Clarity?” plenary-session presentation at the 22nd Annual Frontiers in Services Conference, Taipei, Taiwan (July 2013).
40. Ordanini, A. and **A. Parasuraman**, “When Service Customers Do Not Consume in Isolation: A Conceptual Framework of Customers’ Interdependent Behavior,” competitive-paper presentation at the 13th International Research Symposium on Service Excellence in Management (QUIS 13), Karlstad, Sweden (June 2013).

41. **Parasuraman, A.**, “Service Innovation and Design in the Context of Technology-Mediated Services,” plenary-session presentation at the 13th International Research Symposium on Service Excellence in Management (QUIS 13), Karlstad, Sweden (June 2013).
42. **Parasuraman, A.**, “Achieving Excellence through Superior Service and Technology,” keynote address delivered at a conference to commemorate the tenth anniversary of the University of Olbia, Olbia, Sardinia, Italy (June 2013).
43. **Parasuraman, A.**, “Importance and Potential Impact of Doing Programmatic Research: The Case of the ‘PZB’ Service Quality Research Stream,” plenary-session presentation at the Marketing Research Camp, Aston Business School, Birmingham, UK (May 2013).
44. **Parasuraman, A.**, “Some Reflections on My Career and Making Significant Contributions through Programmatic Research,” invited university-wide research presentation at South China University of Technology, Guangzhou, China (February 2013).
45. **Parasuraman, A.**, “Fallacies and Facts about Delivering Superior Service Quality,” invited keynote address at the 4th Saudi National Quality Conference, Hail, Saudi Arabia (February 2013).
46. **Parasuraman, A.**, “Insights to Impactful Contributions through Publishing Programmatic Research,” invited opening presentation at the Society of Marketing Advances’ 24th Annual Doctoral Consortium, Orlando, FL (October 2012).
47. **Parasuraman, A.**, “The Interlinking of Service Quality, Productivity and Innovation,” invited keynote address at the International Hospitality & Tourism Conference, Kuala Lumpur, Malaysia (September 2012).
48. **Parasuraman, A.**, “Bridging Research Perspectives: Services,” invited concurrent-session presentation at the Inaugural AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India (July 2012).
49. Colby, C.L. and **A. Parasuraman**, “Technology Readiness Index 2.0: Revising a Scale to Reflect a Changing Services Technology Landscape,” competitive-paper presentation at the Twenty First Annual Frontiers in Services Conference, College Park, MD (June 2012).
50. **Parasuraman, A.**, “Publishing in Scholarly Journals,” invited plenary session chair (panelists: V. Kumar, Russ Winer, Ajay Kohli, Werner Reinartz), at the Inaugural AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India (July 2012).
51. **Parasuraman, A.**, “The Intertwining of Service Productivity, Quality and Innovation,” invited opening keynote address at the Art & Science of Service Conference, Venlo, Netherlands (June 2012).
52. **Parasuraman, A.**, “Making Impactful Contributions Through Programmatic Research: The Case of the ‘PZB’ Research Stream,” invited presentation at the annual PhD Symposium organized by Bocconi University, Milan, Italy (June 2012).
53. **Parasuraman, A.**, “Superior Service Design through the Convergence of Productivity, Quality and Innovation,” invited keynote address at the International Joint Conference on Service Sciences 2012,

Shanghai, China (May 2012).

54. **Parasuraman, A.**, “My Service Research Journey: Three Decades Long and Still Chugging Along,” invited address at the 18th Paul D. Converse Marketing Symposium, Champaign, IL (April 2012).
55. **Parasuraman, A.**, “Facts and Fallacies in Service Excellence,” invited address at CEO Forum organized by the Custommerce Excellence Foundation, Bangalore, India (March 2012).
56. **Parasuraman, A.**, “The GAPS Model and Its Offshoots over 25 Years: Some Personal Reflections,” invited Plenary Panel presentation at the 11th biennial Quality in Service (QUIS) Conference, Wolfsburg, Germany (June 2009).
57. **Parasuraman, A.**, “Superior Service Design through the Convergence of Productivity, Quality and Innovation,” invited opening keynote presentation at the Saudi Electric Company’s 15th Quality Conference, Riyadh, Saudi Arabia (February 2012).
58. **Parasuraman, A.**, “Making Impactful Contributions through Programmatic Research and Publishing,” invited plenary presentation at the Society of Marketing Advances’ 23rd Annual Doctoral Consortium, Memphis, TN (November 2011).
59. **Parasuraman, A.**, “Service Productivity, Quality and Innovation: Implications for Service-Design Research and Practice,” invited keynote presentation at INNOVAR Journal’s 20th Anniversary Conference held at Universidad Nacional de Colombia, Bogota, Colombia (August 2011).
60. **Parasuraman, A.**, “Some Reflections on My Career, Publishing and Contributing Significantly to a Field,” invited keynote presentation at INNOVAR Journal’s 20th Anniversary Conference held at Universidad Nacional de Colombia, Bogota, Colombia (August 2011).
61. **Parasuraman, A.**, “The PZB Research Journey: Making Significant Contributions through Programmatic Research,” invited plenary presentation at the Academy of Marketing Science’s 2st International Doctoral Consortium, Reims, France (July 2011).
62. **Parasuraman, A.**, “The PZB Research Journey: The Role of Programmatic Research in Doing Work that Matters,” invited plenary presentation at the American Marketing Association-Sheth Doctoral Consortium, Stillwater, OK (June 2011).
63. **Parasuraman, A.**, “Nationwide’s Creative Conundrum,” invited plenary-panel presentation at the 20th Annual Frontiers in Services Conference, Columbus, OH (July 2011).
64. Ordanini, A., G. Rubera, and **A. Parasuraman**, “A Configurational Analysis of New Service Purchase Intentions,” competitive-paper presentation at the 20th Annual Frontiers in Services Conference, Columbus, OH (July 2011).
65. Kaltcheva, V.D., R. Winsor, and **A. Parasuraman**, “Alan P. Fiske’s Relational Models Framework: Implications for Customer Relationship Management (A Review of an Area),” competitive-paper presentation at the 20th Annual Frontiers in Services Conference, Columbus, OH (July 2011).
66. **Parasuraman, A.**, “The PZB Research Journey: The Role of Programmatic Research in Doing Work that Matters,” invited plenary presentation at the AMA Sheth Foundation 46th Annual

Doctoral Consortium, Oklahoma State University, Stillwater, OK (June 2011).

67. Brohman, M.K., G. Piccoli, and **A. Parasuraman**, “A Typology of IT-Enabled Co-Creation without Volition,” competitive-paper presentation at the 12th biennial Quality in Services (QUIS) Conference, Ithaca, NY (June 2011).
68. **Parasuraman, A.**, “The MSI-PZB Research Journey (with Links to AMS En Route),” invited presentation at the Marketing Science Institute 50th Anniversary Session, Academy of Marketing Science Conference, Coral Gables, FL (May 2011).
69. Ordanini, A., G. Rubera, and **A. Parasuraman**, “A Configurational View of New Service Adoption,” competitive-paper presentation at the AMA Winter Educators’ Conference, Austin, TX (February 2011).
70. **Parasuraman, A.**, “Intertwining of Service Productivity, Quality and Innovation: Implications for Services in Emerging Markets,” invited keynote presentation at the First International Conference on Services in Emerging Markets, held in Hyderabad, India (September 2010).
71. **Parasuraman, A.**, “Service Productivity, Quality and Innovation: Implications for Service-Design Practice and Research,” invited keynote presentation at the Thirteenth Annual International Conference on Quality and Service Sciences, held in Cottbus, Germany (August 2010).
72. **Parasuraman, A.**, “The Roles of Service Quality and Productivity in Customer Experience Management,” invited keynote presentation at the Customer Experience Conference (organized by Consulta Research, a leading marketing research agency in South Africa), held in Johannesburg, South Africa (August 2010).
73. Ordanini, A., L. Miceli, M. Pizzetti, and **A. Parasuraman**, “Crowd-Funding: Transforming Customers into Investors through Innovative Service Platforms,” competitive-paper presentation at the American Marketing Association SERVSIG International Research Conference, Porto, Portugal (June 2010). **This paper won the “Overall Best Paper Award” at the conference.**
74. Ordanini, A., L. Zarantonello, and **A. Parasuraman**, “The Link between Customer Co-Production and Value Co-Creation: A Theory-Based Framework,” competitive-paper presentation at the Nineteenth Annual Frontiers in Services Conference, Karlstad, Sweden (June 2010).
75. **Parasuraman, A.**, “Service Productivity, Quality and Innovation: Implications for Designing Service Enhancements,” invited keynote presentation at the 2010 Fourth Annual Quality Congress in the Middle East, Dubai (March 2010).
76. **Parasuraman, A.**, “My Academic Career: A Self-Reflection and Some Suggestions,” invited keynote presentation at Society for Marketing Advances (SMA) Annual Meeting, New Orleans, LA (November 2009).
77. Rojas-Mendez, J.I., **A. Parasuraman** and Nicolas Papadopoulos, “Consumers’ Technology Readiness in a Developing Country: The Role of Demographics and Attitudes,” competitive-paper presentation at the World Marketing Congress, Oslo, Norway (July 2009).
78. **Parasuraman, A.**, “Intertwining of Service Quality, Value and Productivity: Managerial Implications and Research Imperatives,” invited keynote presentation at the World Marketing

Congress, Oslo, Norway (July 2009).

79. **Parasuraman, A.**, “Contributing Significantly to a Field: A Self-Reflection and Some Suggestions,” invited keynote presentation at the Academy of Marketing Science’s 1st International Doctoral Consortium, Oslo, Norway (July 2009).
80. Ordanini, A., G. Rubera, and **A. Parasuraman**, “The Moderating Role of Customer Co-production on the Link between Service Creativity and Intention-to-Buy,” competitive-paper presentation at the 11th biennial Quality in Services (QUIS) Conference, Wolfburg, Germany (June 2009). **This paper was one of three finalists for the Overall Best Paper Award, and received a Runner-Up Award.**
81. Brohman, M.K. and **A. Parasuraman**, “Designing IT-Based Customer Service Systems: A Call for Research,” special-session presentation at the AMA Winter Educators’ Conference, Tampa, FL (February 2009).
82. Ordanini, A. and **A. Parasuraman**, “Service Innovation in the Service-Dominant Logic: In Search of a Framework,” competitive-paper presentation at the AMA Winter Educators’ Conference, Tampa, FL (February 2009). **This paper won the Best Paper Award in the Services & Retailing Track as well as the “Best Paper-Overall Conference” Award.**
83. **Parasuraman, A.**, “Contributing Significantly to a Field: A Self-Reflection and Some Suggestions,” invited keynote presentation at the AMA ServSIG Doctoral Consortium, Washington, DC (October 2008).
84. Ordanini, A. and **A. Parasuraman**, “Service Innovation in a Service-Dominant Logic: In Search of a Framework,” competitive-paper presentation at the Seventeenth Annual Frontiers in Services Conference, Washington, DC (October 2008).
85. **Parasuraman, A.**, “Achieving Excellence through Superior Service Quality,” invited key-note address at the Middle East Quality Association 2nd Annual Congress, Dubai, UAE (April 2008).
86. **Parasuraman, A.**, “Reflections on SERVQUAL and Its Impact,” invited special-session presentation at the AMA Winter Educators’ Conference, Austin, TX (February 2008).
87. **Parasuraman, A.**, “Creating Value through Technology in Service Delivery: Issues for Future Research,” invited special-session presentation at the AMA Winter Educators’ Conference, Austin, TX (February 2008).
88. **Parasuraman, A.**, “Contributing Significantly to a Field: A Self-Reflection and Some Suggestions,” invited keynote presentation at the AMA ServSIG Doctoral Consortium, San Francisco, CA (October 2007).
89. **Parasuraman, A.**, “Visionary Trends in Services Research—An Editor’s Perspective,” invited special-session presentation at the AMA Summer Educators’ Conference, Washington, DC (August 2007).
90. Reimer, Anja and **A. Parasuraman**, “The Effect of Service Provider Visibility on Consumers,” competitive-paper presentation at the Sixteenth Annual Frontiers in Services Conference, San Francisco, CA (October 2007).

91. **Parasuraman, A.**, “Emerging Research in Service Management and Marketing: Role of Technology in Employee-Customer Interactions,” invited plenary-session presentation at the Tenth Quality in Services (QUIS 10) International Conference, Orlando, FL (June 2007).
92. **Parasuraman, A.**, “Technological Connections between Customers and Employees,” invited presentation at the AMA Sheth Foundation 42nd Annual Doctoral Consortium, Arizona State University, Tempe, AZ (May 2007).
93. **Parasuraman, A.**, “Contributing Significantly to a Field: A Self-Reflection and Some Suggestions,” invited keynote presentation at the AMA ServSIG Doctoral Consortium, San Francisco, CA (October 2007).
94. **Parasuraman, A.**, “Technological Connections between Customers and Employees,” invited presentation at the AMA Sheth Foundation 42nd Annual Doctoral Consortium, Arizona State University, Tempe, AZ (May 2007).
95. **Parasuraman, A.**, “The Role of Consumers’ Technology Readiness in Technology Acceptance: A Three-Year Study of Internet Adoption and Use,” (co-authored with Shun Yin Lam and Joengwen Chiang) invited special-session presentation at the AMA Winter Educators’ Conference, San Diego, CA (February 2007).
96. **Parasuraman, A.**, “The Role of Technology in Serving Customers: Research-Based Insights for Practitioners and Scholars,” invited keynote presentation at the 5th International Conference on “Global Arena—Challenge of the Tomorrow, New Delhi, India (December 2006).
97. **Parasuraman, A.**, “So You Want to Write a Textbook? Insights from Those Who Have Been There,” invited special-panel discussion at the AMA Summer Educators’ Conference, Chicago, IL (August 2006).
98. **Parasuraman, A.**, “An Ongoing Customer-Service Research Journey: Insights Gained and Issues to be Explored,” invited special-session presentation at the AMA Summer Educators’ Conference, Chicago, IL (August 2006).
99. **Parasuraman, A.**, “Research Nightmares: Tales from the Dark Side,” invited plenary-session presentation at the AMA Sheth Foundation 41th Annual Doctoral Consortium, University of Maryland, College Park, MD (July 2006).
100. **Parasuraman, A.**, “The Cell Biology Revolution Reveals the New Way to Practice Medicine,” invited plenary-panel presentation at the Fifteenth Annual Frontiers in Services Conference, Brisbane, Australia (June-July 2006).
101. Jose I. Rojas-Mendez and **Parasuraman, A.**, “Consumers’ Readiness to Accept Technology-Based Products and Services in Developing Countries: The Chilean Experience,” competitive-paper presentation at the Fifteenth Annual Frontiers in Services Conference, Brisbane, Australia (June-July 2006).
102. Carlos Ferrer, Miguel Angel Arancibia, Paulo Rocha e Oliveira and **Parasuraman, A.**, “Preventing Service Failures: The Role of Customer Experience,” competitive-paper presentation at the Fifteenth Annual Frontiers in Services Conference, Brisbane, Australia (June-July 2006).

103. **Parasuraman, A.**, “Reflections on Publishing and the Review Process,” invited presentation at the 2006 SERVSIG Services Marketing Doctoral Consortium, Brisbane, Australia (June 2006).
104. **Parasuraman, A.**, “Survey Research in Marketing,” and “Research, Reviewing and Publishing,” invited presentations at the AMA Sheth Foundation 40th Annual Doctoral Consortium, University of Connecticut-Storrs, Connecticut (July 2005).
105. **Parasuraman, A.**, “Technology’s Role in Service Delivery: Extant Knowledge and Emerging Issues,” invited keynote address delivered at the AMA’s SERVSIG Research Conference, Singapore (June 2005).
106. Kaltcheva, V.D. and **A. Parasuraman**, “A Social-Psychological Framework for Analyzing Service Marketer-Consumer Interactions,” competitive-paper presentation at the Thirteenth Annual Frontiers in Services Conference, Miami, Florida (October 2004).
107. **Parasuraman, A.**, “Some Reflections on Research and Publishing,” invited presentation at the 2004 SERVSIG Services Marketing Doctoral Consortium, Miami, Florida (October 2004).
108. **Parasuraman, A.**, “Three Service Research Trees and New Branches,” invited presentation at the AMA Sheth Foundation 39th Annual Doctoral Consortium, College Station, Texas (June 2004).
109. **Parasuraman, A.**, B. Edvardsson and A. Gustafsson, “The Impact of National Culture on Technology Readiness, Adoption and Use,” invited keynote presentation at the Ninth Quality in Services (QUIS 9) International Conference, Karlstad, Sweden (June 2004).
110. **Parasuraman, A.**, “Customer Loyalty Can be Bought—Satisfaction Must be Earned,” invited panel-session presentation at the Twelfth Annual Frontiers in Service Conference, Washington, DC (October 2003).
111. **Parasuraman, A.**, “Techno-Ready Marketing: Excelling in Marketing to and Serving Customers in Modern-Day Markets,” invited presentation at the Annual Conference of the Society of Consumer Affairs Professionals, Miami Beach, FL (October 2003).
112. **Parasuraman, A.**, “Assessing and Improving Service Performance for Maximum Impact: Insights from a Two-Decade-Long Research Journey,” invited keynote address at the Fifth International Conference on Performance Management, Durham, U.K. (July 2003).
113. Piccoli, G., Watson, R., Brohman, M.K. and **Parasuraman, A.**, “Customer-Managed Interactions: The Role of Personal Information in Relationship Management”, Fifth AIDEA Giovani International Conference on Information, Markets and Firms, Milan, Italy (July 2003).
114. Colby, C.L. and **Parasuraman, A.**, “The Future of E-Service: Insights from the National Technology Readiness Surveys 1999-2002,” invited presentation at the Academy of Marketing Science Annual Conference, Washington, DC (May 2003).
115. **Parasuraman, A.**, “Future of Marketing Academia: Challenges and Opportunities,” invited panel-session presentation at the Academy of Marketing Science Annual Conference, Washington, DC (May 2003).

116. **Parasuraman, A.**, “Reflections on Contributing to a Discipline through Research and Writing,” invited panel-session presentation at the Academy of Marketing Science Annual Conference, Washington, DC (May 2003).
117. **Parasuraman, A.**, “A Two-Decade Services-Research Journey: Its Evolution, Future Directions and Research Implications,” invited keynote presentation at the Fifth Australasian Services Research Workshop, Monash University, Melbourne, Australia (March 2003).
118. **Parasuraman, A.**, “The State of Services Marketing Today: The Good, The Bad and The Ugly,” invited panel-session presentation at the AMA’s Winter Educators’ Conference, Orlando, FL (February 2003).
119. Watson, R., M.K. Brohman, G. Piccoli, and **A. Parasuraman**, “Customer Service and Network Completeness”, Proceedings of the Electronic Commerce Bled Conference (June 2002).
120. **Parasuraman, A.**, “A Nineteen-Year Service-Quality Research Journey: Its Evolution, Future Directions and Practical Implications,” invited keynote presentation at the First International Conference on Business Administration and Economics, Talca, Chile (May 2002).
121. Zeithaml, V.A., **A. Parasuraman**, and Arvind Malhotra, “Service Quality Delivery through Websites: A Critical Review of Extant Knowledge,” invited paper presented at the conference on Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions, co-sponsored by the Marketing Science Institute and the Journal of the Academy of Marketing Science, Boca Raton, FL (December 2001).
122. **Parasuraman, A.**, “The Future of Service Research,” invited panel-session presentation at the AMA's Tenth Annual Frontiers in Services Conference, Washington, DC (October 2001).
123. Tsiros, M. and **A. Parasuraman**, "The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions,” paper accepted for presentation at the AMA's Tenth Annual Frontiers in Services Conference, Washington, DC (October 2001).
124. **Parasuraman, A.**, “e-Service Quality: Conceptualization and Measurement,” invited presentation at the American Marketing Association’s e-Commerce Faculty Consortium, College Station, TX (July 2001).
125. **Parasuraman, A.** “Technology Readiness: Conceptualization, Measurement and Research Implications,” invited plenary session presentation at the American Marketing Association’s Annual Doctoral Consortium, Coral Gables, FL (June 2001).
126. Brohman, M.K., **A. Parasuraman**, R.T. Watson, G. Piccoli, "Internet-based Customer Service Systems: What Are They and When Are They Successful", Proceedings of the Academy of Marketing Science Annual Conference, San Diego, California (June 2001).
127. **Parasuraman, A.**, “Technology Readiness and e-Service Quality,” invited keynote address at the 2001 Singapore Computer Society Festival, Singapore (May 2001).
128. **Parasuraman, A.**, “Implementing e-Service Quality,” invited presentation at the Equipment Leasing Association’s Strategic Marketing Conference, Bal Harbor, FL (March 2001).

129. **Parasuraman, A.**, “Critical e-tailing Issues Pertaining to Technology Readiness and e-Service Quality,” invited panel-session presentation at the American Marketing Association’s Winter Educators’ Conference, Scottsdale, AZ (February 2001).
130. **Parasuraman, A.**, “Technology’s Role in Service Delivery: Implications for Measuring and Improving Service Quality,” invited plenary-session presentation at the Third International Forum on the Sciences, Techniques and Art Applied to Marketing, Universidad Complutense de Madrid, Madrid, Spain (November 2000).
131. **Parasuraman, A.**, “The SERVQUAL Model: Its Evolution and Current Status,” invited keynote address at the Symposium on Measuring Service Quality, organized by the Association of Research Libraries (ARL), Washington D.C., (October 2000).
132. **Parasuraman, A.** and Charles Colby, “The 2000 National Technology Readiness Survey: Implications for E-Commerce and Internet-Based Services,” presentation at the Ninth Annual Frontiers in Services Conference, Nashville, TN (September 2000).
133. **Parasuraman, A.**, “Role of Technology in Marketing to and Serving Customers: Implications for Cross-Cultural and International Research,” special session at the American Marketing Association’s Summer Educators’ Conference, Chicago, IL, (August 2000).
134. **Parasuraman, A.**, “A Technology-Readiness Based Typology of Customers: Implications for Service Organizations,” invited plenary-session presentation at the Seventh International Quality in Services [QUIS] Conference, Karlstad, Sweden (June 2000).
135. **Parasuraman, A.**, “Consumers’ Technology Readiness and Its Implications for Marketing Strategy,” invited plenary-session presentation at the XIIIth Latin American Congress on Strategy, UDLA, Puebla, Mexico (April 2000).
136. **Parasuraman, A.**, “Superior Service Quality: The Core of Enduring Marketing Excellence,” invited keynote address at the International Conference on Service Quality, Ahmedabad, India, (December 1999).
137. **Parasuraman, A.**, “Meet the Editors,” panel session at the Society for Marketing Advances Annual Conference, Atlanta, GA (October 1999).
138. **Parasuraman, A.** and Charles Colby, “The National Technology Readiness Survey [NTRS]: Findings, Managerial Implications and Research Directions,” presentation at the Eighth Annual Frontiers in Services Conference, Nashville, TN (October 1999).
139. **Parasuraman, A.**, “The Role of Service Quality in Customer Retention: An Agenda for Research,” special session at the American Marketing Association’s Summer Educators’ Conference, San Francisco, CA, (August 1999).
140. **Parasuraman, A.**, “Reflections on Services Research and an Agenda for Future Inquiries,” invited plenary presentation at the 1999 SERVSIG Services Research Conference, New Orleans, LA (April 1999).
141. **Parasuraman, A.**, “The Role of Technology in Delivering Superior Service and Achieving Marketing Excellence,” invited plenary presentation at the Marketing Congress, Universidad de Las

Americas-Puebla, Mexico (March 1999).

142. **Parasuraman, A.**, “Technology Readiness: Its Meaning, Measurement and Strategic Implications,” invited plenary presentation at the International Conference on One World One Market – Vision 2020, New Delhi, India, (December 1998).
143. **Parasuraman, A.**, “Meet the Editors,” panel session at the Society for Marketing Advances Annual Conference, New Orleans, LA (November 1998).
144. **Parasuraman, A.** and Charles Colby, “A Scale for Measuring Customers’ Technology Readiness: Replication, Refinement, and Implications for Service Organizations,” presentation at the Seventh Annual Frontiers in Services Conference, Nashville, TN (September 1998).
145. **Parasuraman, A.** and Charles Colby, “Perceived Quality of Technology-Based Services: The Impact of Customers’ Technology Readiness,” presentation at the Sixth International Quality in Services [QUIS] Conference, Norwalk, CT (July 1998).
146. **Parasuraman, A.**, “Balancing Methodological Rigor and Managerial Relevance in Scholarly Research: Perspectives of Journal Editors,” special session at the Academy of Marketing Science Annual Conference, Norfolk, VA (May 1998).
147. **Parasuraman, A.**, “Reflections on Service Quality Assessment: Past, Present, Future,” special session at the Academy of Marketing Science Annual Conference, Norfolk, VA (May 1998).
148. **Parasuraman, A.**, “Quality to Serve Citizens: Key Guidelines for Success,” keynote presentation at Special Conference on Quality Organized by the Barcelona City Council, Barcelona, Spain (May 1998).
149. **Parasuraman, A.**, “Defining, Measuring and Improving Service Quality: Insights from a Multi-Phase Research Program,” invited plenary presentation at the International Council for Productivity and Quality Research 1998 [ICPQR 98] Conference, Miami Beach, FL (April 1998).
150. **Parasuraman, A.**, “Guidelines for Defining, Measuring and Improving Service Quality,” invited plenary presentation at the Italian Research Council Conference, Rome, Italy (April 1998).
151. **Parasuraman, A.**, “Service Quality Research,” invited keynote presentation at the American Pharmaceutical Association’s Annual Meeting and Exposition, Miami Beach, FL (March 1998).
152. **Parasuraman, A.**, “A Services Marketing Introspective: Snapshots, Reflections and Glimpses of the Field,” invited panel session at the AMA’s Winter Educators’ Conference, Austin, TX (February 1998).
153. **Parasuraman, A.**, “Customers’ Comfort Level with Technology-Based Services,” invited panel session at the AMA’s Winter Educators’ Conference, Austin, TX (February 1998).
154. **Parasuraman, A.** and C. Colby, “Correlates and Consequences of Consumer Attitudes toward New Technologies: Implications for Marketing Technology-Based Services,” paper presented at the Sixth Annual Frontiers in Services Conference, Nashville, TN (October 1997).

155. **Parasuraman, A.**, "Marketing Implication of Hi-Tech Customer Service," invited keynote presentation at the Eighth Biennial World Marketing Congress, Kuala Lumpur, Malaysia (June 1997).
156. **Parasuraman, A.**, "Global Issues Pertaining to Customer Service," invited keynote presentation at the International Conference on Architecting the Global Village, Hyderabad, India (January 1997).
157. **Parasuraman, A.**, "Understanding and Leveraging Service Quality to Gain Competitive Advantage," invited keynote presentation at the Second Walton International Scholarship Alumni Association Seminar, Panama City, Panama (November 1996).
158. **Parasuraman, A.**, "The Critical Role of Customer Service in the Twenty First Century," invited key-note presentation at the Twentieth Symposium of Marketing organized by Marketing Student Association of the Monterrey Institute of Technology and Superior Studies [I.T.E.S.M.], Monterrey, Mexico (October 1996).
159. **Parasuraman, A.**, "Understanding and Leveraging the Roles of Customer Service in External, Interactive and Internal Marketing," invited plenary-session presentation at the Fifth Annual Frontiers in Services Conference, Nashville, TN (October 1996).
160. **Parasuraman, A.**, "Services Marketing in the Next Millennium: Research Trends," invited panel-session presentation at the AMA Summer Educators' Conference, San Diego, CA (August 1996).
161. Voss, G.B. and **A. Parasuraman**, "An Experimental Investigation of Perceived Price, Perceived Quality and Satisfaction in a Service Exchange" AMA Summer Educators' Conference, San Diego, CA (August 1996); **this paper won the Best Paper Award in the Services Marketing/Retailing Track.**
162. Voss, G.B. and **A. Parasuraman**, "An Experimental Investigation of Price Perceived Quality Boundary Conditions in a Service Exchange" AMA Summer Educators' Conference, San Diego, CA (August 1996).
163. Berry L.L. and **A. Parasuraman**, "Multiple Method Listening -- The Building of a Service Quality Information System," invited plenary-session presentation at the Quality in Services [OUIS] International Conference, Karlstad, Sweden (June 1996).
164. **Parasuraman, A.**, "Conceptual and Methodological Biases in Current Research in Relationship Marketing," invited panel-session presentation at the 1996 Research Conference on Relationship Marketing, Atlanta, GA (June 1996).
165. **Parasuraman, A.**, "Expectations, Service Quality and Behavioral Intentions," invited panel presentation at the Special Conference on Marketing Intangibles: Business-to-Business Services and Service Businesses, co-sponsored by Penn State University's Institute for the Study of Business Markets, Georgia State University's Center for Business and Industrial Marketing and Arizona State University's 1st Interstate Center for Services Marketing; Atlanta, GA (Jan. 1996).
166. Voss, G.B. and **A. Parasuraman**, "The Changing Roles of Price and Quality in Pre-purchase and Post-purchase Evaluations of a Service Exchange," invited presentation at the Marketing Science

Institute's Conference on Developing Customers, Products, and Markets for Services, Boston, Massachusetts (December 1995).

167. Zinn, W. and **A. Parasuraman**, "Using Logistics Services to Build Strategic Alliances: A Contingency Framework," paper presented at the AMA's Fourth Annual Frontiers in Services Conference, Nashville, TN (October 1995).
168. Sharma, A. and **A. Parasuraman**, "An Information Asymmetry Perspective on Personal Selling of Services: Research Propositions and Managerial Implications," paper presented at the AMA's Fourth Annual Frontiers in Services Conference, Nashville, TN (October 1995).
169. **Parasuraman, A.**, "The Status of Conceptual & Empirical work in Services: A Review & Research Agenda," paper presented at the AMA's Fourth Annual Frontiers in Services Conference, Nashville, TN (October 1995).
170. **Parasuraman, A.**, "Achieving Marketing Excellence and Competitive Advantage Through Quality Service," keynote address delivered at the Second International Congress of the American Marketing Association, Monterrey, Mexico (March 1995) and at the South African Marketing Educators' Conference, Pretoria, South Africa (August 1995).
171. **Parasuraman, A.**, "Setting a Research Agenda for Services: A Multi-Continent Perspective," presented at an invited panel session organized by SERVSIG at the AMA's Winter Conference, La Jolla, CA (February 1995).
172. **Parasuraman, A.**, "Measuring & Monitoring Service Quality," presented at the International Conference on Understanding Services Management, University College Dublin Centre for Quality and Services Management, Dublin, Ireland (May 1994).
173. **Parasuraman, A.**, "The WHAT, HOW, WHEN, and WHO of Customer Satisfaction Measurement" MSI Board of Trustees Meeting, Chicago (October 1993).
174. **Parasuraman, A.**, "The Interrelationships among Service Quality, Satisfaction, and Value: An Integrative Framework and Implications for Future Research" AMA's Frontiers in Services Conference, Nashville (October 1993).
175. Berry, L.L. and **A. Parasuraman**, "Providing Value to Customers through Quality Service," MSI Board of Trustees Meeting, San Francisco (November 1992).
176. **Parasuraman, A.**, "Services Marketing: Approaches to Managing and Exceeding Customer Expectations," 3rd International Conference on Library Fee-Based Services, Association of Research Libraries, Tempe, Arizona (October 1992).
177. **Parasuraman, A.**, "Ten Lessons of Service Quality," presented at the XVth International Symposium of Industrial and Systems Engineering, Monterrey Tech., Monterrey, Mexico (September 1992).
178. **Parasuraman, A.**, "Customer Satisfaction -- Ten Lessons of Service Quality," (keynote address) and "Defining, Measuring, and Improving Service Quality" (workshop session), Total Customer Satisfaction Conference, organized by the Service Quality Center (a division of Quest Consulting),

Kuala Lumpur, Malaysia (August 1992).

179. Berry, L.L. and **A. Parasuraman**, "Reflections on the Development of the Services Marketing Discipline: Lessons to be Learned" presented at the Second International Research Seminar in Service Management, La Londe les Maures, France (June 1992).
180. Berry, L.L. and **A. Parasuraman**, "Ten Lessons of Service Quality" presented at the QUIS 3 Symposium, University of Karlstad, Sweden (June 1992).
181. Berry, L.L. and **A. Parasuraman**, "Reflections on the Development of the Services Marketing Literature," AMA's 1992 Winter Educators' Conference, San Antonio, TX (February 1992).
182. **Parasuraman, A.**, "Knowing What Customers Want and Turning It into an Effective Service Strategy," and "Unique Features of Services and Their Potential Implications for Services Marketing Excellence," First Asia Pacific Conference on Quality Service organized by the Singapore Institute of Management and the National Productivity Board of Singapore, Singapore (October 1991).
183. **Parasuraman, A.**, "Defining, Understanding and Improving Service Quality," Winter 1991 CARF (Canadian Advertising Research Foundation) Conference on "Unraveling Quality", Toronto (February 1991).
184. **Parasuraman, A.**, "Structure and Determinants of Customers' Service Expectations," AMA's 1991 Winter Educators' Conference, Orlando, FL (February 1991).
185. **Parasuraman, A.**, "The Role of Service Quality in Industrial Marketing," presented at Business Marketing: The State of Theory and Practice, sponsored jointly by Arizona State University, Florida Atlantic University, and Penn State University, Ft. Lauderdale, FL (December 1990).
186. **Parasuraman, A.**, "A Multiphase Research Program on Service Quality," presented at Research Symposium on Defining and Improving Service Quality, U.S. Office of Personnel Management, Washington, D.C. November 1990).
187. **Parasuraman, A.**, L.L. Berry, and V.A. Zeithaml, "A Multi-Sector Study of Customers' Service Expectations," presented at the 1st International Research Seminar in Service Management, La Londe les Maures, France (June 1990).
188. **Parasuraman, A.**, participated as an invited scholar in a Research Panel on Services Marketing at a plenary session in the AMA Services Marketing Conference (October 1988).
189. Berry, L.L. and **A. Parasuraman**, "The Development and Testing of a Conceptual Model of Service Quality," presented at the QUIS Symposium, University of Karlstad, Sweden (August 1988).
190. Johnston, M.W., C.M. Futrell, and **A. Parasuraman**, "The Impact of Role Perceptions on Work Related Attitudes: Revisited," paper presented at the 1988 AMA Educators' Conference and abstracted in the Conference Proceedings.
191. **Parasuraman, A.**, "An Attributional Framework for Assessing the Perceived Value of a Service," paper presented at the AMA's Sixth Annual Services Marketing Conference (September 1987) and

published in the Conference Proceedings.

192. Zeithaml, V.A., **A. Parasuraman**, and L.L. Berry, "A Theoretical Framework for Understanding Communication and Control Processes in the Delivery of Service Quality," presented at the AMA's Sixth Annual Services Marketing Conference (September 1987).
193. Sager, J.K., C.M. Futrell, P. Varadarajan, and **A. Parasuraman**, "A Causal Model of Salesperson Turnover," paper presented at the 1987 AMA Educators' Conference and abstracted in the Conference Proceedings.
194. **Parasuraman, A.**, "Definition and Determinants of Service Quality," speech delivered at the Marketing of Financial Services Conference (organized by the John-Labatt Chair, University of Quebec at Montreal), Montreal, April 8, 1987.
195. Bush, A.J. and **A. Parasuraman**, "The Impact of Respondents' Self Perceptions and Perceptions of Interviewer on Response Quality," paper presented at the 1986 AMA Educators' Conference and abstracted in the Conference Proceedings.
196. Varadarajan, P. and **A. Parasuraman**, "Anticipated Changes in Strategic Market Plans: A Survey of U.S. Firms," paper presented at the 1985 National DSI Conference and abstracted in the Conference Proceedings.
197. **Parasuraman, A.**, V.A. Zeithaml, and L.L. Berry, "A General Scale for Measuring Service Quality," paper presented at the AMA 1985 Services Marketing Conference.
198. **Parasuraman, A.**, "Customer-Oriented Organizational Culture: A Key to Successful Services Marketing," presented at the AMA 1985 Services Marketing Conference and published in the Conference Proceedings.
199. **Parasuraman, A.**, "Determining the Relative Salience of Brand Attitudes Based on Conditional Probabilities of Brand Choice," presented at the 1985 AMA Educators' Conference and abstracted in the Conference Proceedings.
200. Zeithaml, V.A., L.L. Berry, and **A. Parasuraman**, "Dimensions of Service Quality," presented at the AMA's Third Annual Conference on Services Marketing (September 1984).
201. Berry, L.L., V.A. Zeithaml, and **A. Parasuraman**, "Responding to Demand Fluctuations: Key Challenge for Service Business," presented at the 1984 AMA Educators' Conference and published in the Conference Proceedings.
202. **Parasuraman, A.** and R. Deshpande, "The Cultural Context of Marketing Management," presented at the 1984 AMA Educators' Conference and published in the Conference Proceedings.
203. Deshpande, R. and **A. Parasuraman**, "Organizational Culture and Marketing Effectiveness," presented at the 1984 AMA Winter Conference on Marketing Theory and published in the Conference Proceedings.
204. **Parasuraman, A.** and C.M. Futrell, "A Test of the Path-Goal Theory of Leadership in a Sales Management Context," presented at the 1983 National DSI Meeting and published in the

Conference Proceedings.

205. **Parasuraman, A.**, "The Role of Marketing Research in the Manufacturing and Nonmanufacturing Sectors," presented at the 1983 National DSI Meeting, and published in the Conference Proceedings.
206. **Parasuraman, A.** and D.G. Wright, "A Study of Marketing Research Jobs for College Graduates: Implications for Marketing Educators," presented at the 1983 AMA Educators' Conference, and published in the Conference Proceedings.
207. Haney, R.L. and **A. Parasuraman**, "Capitalization of Energy Savings into House Values: Market Participants' Perceptions," presented at the 1983 Southwestern Finance Association Meeting, and published in the Conference Proceedings.
208. McDaniel, S.W., C.M. Futrell, and **A. Parasuraman**, "Social Power Bases of Marketing Executives: -The Relationship with Organizational Climate," presented at the 1983 Southwestern Marketing Association Meeting, and published in the Conference Proceedings.
209. **Parasuraman, A.** and V.A. Zeithaml, "Differential Perceptions of Suppliers and Clients of Industrial Services," presented at the 1982 National Services Conference of the AMA and published in the Conference Proceedings.
210. **Parasuraman, A.** and J.C. Winter, "Needs of the Female Business Traveler Market: Some Marketing Insights for the Hotel Industry," presented at a topic table session in the 1982 National DSI Conference.
211. **Parasuraman, A.**, "Excluding 'Late' Respondents from Mail Survey Data Analysis: Will this Lead to Biased Results?" presented at a topic table session at the 1982 National DSI Conference.
212. Lamb, C.W., **A. Parasuraman** and L.C. Chalmers, "Business Reply Cards vs. Inquirer Paid Postage: An Assessment of Alternative Direct Mail Strategies," presented at the 1982 National DSI Conference, and published in the Conference Proceedings.
213. Haney, R.L. and **A. Parasuraman**, "Capitalization of Energy Savings into House Value: Lenders' Perceptions in Hawaii," presented at the 1982 National Conference of the FMA (Financial Management Association).
214. **Parasuraman, A.**, "Is a 'Scientist' versus 'Technologist' Research Orientation Conducive to Marketing Theory Development?" presented at the 1982 National Theory Conference of the AMA, and published in the Conference Proceedings.
215. **Parasuraman, A.**, "A Comparison of 'Early' vs. 'Late' Respondents in Mail Surveys of Commercial Populations," presented at the 1981 Southwestern Marketing Association meeting and published in the Conference Proceedings.
216. **Parasuraman, A.**, "Impact of Cover Letter Detail on Response Patterns in a Mail Survey," presented at the 1981 National Conference of DSI, and published in the Conference Proceedings.
217. **Parasuraman, A.**, "Evaluation of Simulation Games: A Critical Look at Past Efforts and Future Needs," presented at the 1980 National Meeting of ABSEL and published in the Conference

Proceedings.

218. Lawton, Leigh and **A. Parasuraman**, "A Framework for Examining the Role Played by Attribution in Consumer Behavior," presented at the 1979 Midwest-Marketing Association Meeting, and published in the Conference Proceedings.
219. **Parasuraman, A.**, "A Systems Approach to Vendor Evaluation and Selection in Industrial Purchasing," presented at the 1978 National DSI Conference in St. Louis, and published in the Conference Proceedings.
220. Singhal, K. and **A. Parasuraman**, "Attribute-Alternatives and Comparability Analysis in New Product Decisions," presented at the 1978 Academy of Marketing Science Conference, and published in the Conference Proceedings.
221. **Parasuraman, A.**, "Potential Applications of Product Marketing Principles for Effective Administration of Colleges and Universities," presented at the 1978 Midwest DSI Meeting held in Cincinnati, and published in the Conference Proceedings.
222. **Parasuraman, A.**, "A Framework for Determining the Pedagogical Value of Simulation Gaming: Implications for Future Simulation Gaming Research," presented at the 1978 National Conference of ABSEL, April 12-14, and published in the Conference Proceedings.
223. Lawton, Leigh, **A. Parasuraman**, and M.L. Chiattello, "The Relative Importance of Brand Name Attributes for Brand Choice," presented at the Conference of the Minnesota Academy of Science, St. Cloud, Minnesota, April 29, 1977.
224. Butler, R.J. and **A. Parasuraman**, "Degree of Uniformity in Achievement Motivation Levels of Team Members: Its Effects on Team Performance in a Simulation Game," Proceedings of the National Conference of ABSEL (Association for Business Simulation and Experimental Learning), Wichita, Kansas, April 29, 1977.
225. Lawton, Leigh and **A. Parasuraman**, "Is the Marketing Concept Compatible with New Product Development in an Advanced Economy?" presented at the Midwest Business Association Conference, St. Louis, April 1, 1977.
226. Miller, J.C. and **A. Parasuraman**, "The Actions of the Consumer Product Safety Commission: Implications for the New Product Planning," Proceedings of the AMA Memphis Conference, August 1976, pp. 1-5.
227. Butler, R.J. and **A. Parasuraman**, "Integrating Business Game Performance with the Grading Process," Proceedings of the Midwest DSI Conference, Indianapolis, April, 1975, pp. 93-97.
228. Miller, J.C. and **A. Parasuraman**, "Advising Consumers on the Safer Product Use: The Information Role of the Consumer Product Safety Commission," Proceedings of the AMA Portland Conference, August 1974, pp. 372-376.