

Some reflections on my career, publishing, and contributing significantly to a field

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ALGUNAS REFLEXIONES SOBRE MI TRAYECTORIA: CÓMO PUBLICAR Y CONTRIBUIR DE MANERA SIGNIFICATIVA EN UN CAMPO DE CONOCIMIENTO

RESUMEN: En el presente artículo, el autor ofrece una perspectiva general de sus más de tres décadas de trayectoria académica y hace un análisis retrospectivo de su evolución como profesional. Siguiendo esta perspectiva se a lo largo un análisis amplio, el autor muestra sus 33 años de investigación colaborativa sobre la calidad del servicio con sus colegas Volare Zetsumi y Len Berry), en orden a ilustrar la naturaleza de un programático investigación stream on an important topic and the significant impact that such a research stream can have on a discipline's knowledge base and practice. The author also derives a number of personal lessons from his reflections about his career and research, and discusses the implications of those lessons for researchers. He concludes the article with some general observations and recommendations about making significant contributions to a field.

PALABRAS CLAVE: Investigación programática, estrategia de publicación, calidad del servicio.

QUELQUES REFLEXIONS SUR MON PARCOURS: COMMENT PUBLIER ET CONTRIBUER SIGNIFICATIVEMENT DANS UN DOMAINE DE CONNAISSANCE

RÉSUMÉ: Dans cet article, l'auteur offre une perspective générale de son parcours académique de plus de trois décennies et relate une analyse rétrospective de son évolution en tant que professionnel. Dans cette perspective et par une analyse approfondie, l'auteur illustre ses 33 années de recherche collaborative avec ses collègues Volare Zetsumi et Len Berry) sur la qualité du service, afin d'illustrer l'importance d'un courant d'investigation programmatique sur un thème important et le impact significatif de ce genre de recherches sur le développement de l'ensemble de la connaissance d'un discipline. L'auteur tire également quelques enseignements personnels de ses réflexions sur sa carrière et recherche, et discute les implications de ces leçons pour les chercheurs. Il conclut l'article avec quelques observations et recommandations générales sur la façon de contribuer de façon significative dans un domaine de connaissance.

MOTS-CLÉS: Investigation programmatique, stratégie de publication, qualité du service.

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DOI: 10.15358/INNOVAR.2011.003.0010

SUBMITTED: August 2011 ACCEPTED: November 2011

ADDRESS: 52750 University Drive, Coral Gables, FL 33134, USA.

HOW TO CITE THIS ARTICLE: Parasuraman, A. (2011) Some reflections on my career, publishing, and contributing significantly to a field. *Innovar*, 21(42), 5-19.

ABSTRACT: In this article the author provides an overview and a retrospective analysis of his, over three-decade-long academic career and the evolution of his research during the course of that career. Within the broad overview and analysis of his career, he singles out and elaborates on his fifteen-year collaborative research on service quality (with colleagues Volare Zetsumi and Len Berry), in order to illustrate the nature of a programmatic research stream on an important topic and the significant impact that such a research stream can have on a discipline's knowledge base and practice. The author also derives a number of personal lessons from his reflections about his career and research, and discusses the implications of those lessons for researchers. He concludes the article with some general observations and recommendations about making significant contributions to a field.

KEYWORDS: Programmatic research, publishing strategy, service quality

Introduction

The three primary categories of articles solicited and published by *INNOVAR* are *Research Articles*, *Reflection Articles*, and *Review Articles* (as per this journal's "Guidelines for Contributing Authors"). The present piece would fall under the reflection-article category. However, its scope and intent are broader than those implied in *INNOVAR*'s guidelines for this type of article – namely, that reflection articles “present the results of research from an author's original source-based, analytical, interpretative, or critical perspective on a specific topic.” Although my research stream over the last quarter century has focused on the topic of customer service, and while this article will allude to some key insights from that research stream, it is likely to be somewhat different from typical reflection articles appearing in this journal. The article's primary objectives are to (a) provide a critical analysis of my thirty-six year academic career; (b) discuss the personal lessons my career has taught me; and (c) draw on those lessons to offer suggestions to graduate students, researchers and other professionals for making significant contributions to their respective fields.

As a backdrop to what is to follow, I begin with a brief overview of my education and employment history. I obtained a Bachelor of Technology degree (in mechanical engineering) in 1970 from the Indian Institute of Technology-Madras and a Master of Business Administration degree (with a marketing concentration) in 1972 from the Indian Institute of Management-Ahmedabad. Among the various business fields to which I was introduced during the first year of my MBA program, I was most fascinated by

Reflections From A Publishing Career

Marilyn W. Daudelin, Kent W. Seibert



Reflections From A Publishing Career:

A.F. Reflections from a publishing career August Frugé, 1977 *Reflections from a Publishing Career Prepared by His Staff and Friends*, 1977 **Reflections from a Publishing Career** August Frugé, 1977 **The Scholar's Progress** Alf Rehn, 2006-06 Combining practical advice on how to get published in journals with theoretical essays on the research economy this book is meant for all those who wonder about their chance of surviving in academia Written by a tenured enfant terrible who never did anything the way you're supposed to the book makes a statement about being a scholar in contemporary academia surviving in the social sciences and the odd joy of getting paid for thinking and writing Through a series of essays the book argues for reflection in academic life and scholarship as a lifestyle **Publishing as a Creative Industry** Stevie Marsden, 2025-04-21 Book publishing is big business contributing significant employment in the creative industries and adding billions to the global economy Despite this the sector is often overlooked in the creative industries research tide This book remedies this gap in knowledge providing an examination of book publishing in the UK within the wider context of the creative industries and the existing academic discourse Balancing the tensions of art and commerce perhaps more than any other creative field this book considers the position of the book publishing industry within the contemporary cultural economy Through this focused analysis on the culture's and organisation's of book publishing in the UK the author demonstrates how this creative industry reflects and perpetuates many of the key issues and challenges including inequalities in representation cultural and economic dominance of global conglomerates and hierarchies of value already recognised as central within the creative industries in the UK and beyond This concise book will be essential reading for academics researchers and students with an interest in the publishing industry and its position within the UK Creative Industries and cultural economy [Publishing from your Doctoral Research](#) Janet Salmons, Helen Kara, 2019-11-27 Today's researchers have many opportunities for disseminating their work including traditional and digital publications written articles podcasts and other media such as zines and graphic books But how do they decide which output is right for them and where to start Publishing from your Doctoral Research provides methods and tools to help assess identify and adapt academic work for publication to support career aspirations Discussing what publication can achieve in career terms this book Explains how to audit doctoral research and any associated materials to assess which elements are best suited for publication Provides advice on how to determine what kind of publication is best suited to different types of research Discusses journal articles books self-publishing online and social media options and alternative methods of publishing Considers each type of publication in light of career aspirations Each chapter includes practical examples tailored to researchers interested in working in academia industry or business a clinical or practical career or self-employment Providing key strategies and insights to secure knowledge and success Publishing from your Doctoral Research is the ideal guide for anyone looking to develop their career through publication within or outside academia The Insider Guides to

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The Role of Reflection in Managerial Learning Marilyn W. Daudelin, Kent W. Seibert, 1999-09-30. Challenging work experiences are the richest source of learning for today's managers. Yet lessons embedded in these experiences are not always obvious. This comprehensive book describes a critical yet under-researched element of how managers learn from these experiences: reflection. Today's workplace demands continual learning, which in turn requires reflection. While this book supports the prevailing view that reflection is central to experiential learning, it challenges the traditional views that it is the same as contemplation, that it is incompatible with management, and that it is time-consuming and unnatural for managers. Original quantitative and qualitative research reported in this book indicates that two different yet complementary modes of managerial reflection exist: active and proactive. Active reflection is something that managers naturally engage in during challenging job experiences, whereas managers must be prompted to engage in proactive reflection. Both modes involve processes of intentional inquiry. Different forces are necessary to stimulate each type of reflection. Based on these findings, the claim is made that the potential to learn from experience is greatest when managers intentionally engage in both modes. Accordingly, a holistic model that integrates active and proactive reflection is presented. This model has important implications for theorists and researchers of managerial learning by identifying previously unreported aspects of reflection. It is also relevant to practitioners and companies who desire to enhance what their managers learn from their workplace experience.

Scholarly Publishing, 1978. A journal for authors and publishers.

Doing Academic Careers Differently Sarah Robinson, Alexandra Bristow, Olivier Ratle, 2023-07-28. Should academic careers always unfold in exactly the same way? Is there one best way of being an academic? This book says no. Assumptions about who academics are and what they should do are becoming increasingly narrow and focused on achieving so-called excellence in teaching and research above anything else. This book problematises this and explores the scope for doing academic careers differently. Authors paint individual or group portraits of their academic careers, working with metaphors which challenge the dominant discourses of how academic careers should be led. From rejecting the pressure to focus on one big thing to prioritising nurture and care transcending disciplinary boundaries, reshaping own daily practice, connecting with communities, and being academics outside academia, the chapters in this book offer those considering starting or developing an academic career a treasure trove of many

alternative possibilities Presented as a portrait gallery through which readers are encouraged to meander at will this compilation of insights into alternative academic lives will help to inspire and encourage current academics to re think and take ownership of their careers in their own terms according to their own strengths weaknesses and circumstances

Themelios, Volume 39, Issue 3 D. A. Carson, 2015-01-13 Themelios is an international evangelical peer reviewed theological journal that expounds and defends the historic Christian faith Themelios is published three times a year online at The Gospel Coalition <http://thegospelcoalition.org/themelios> and in print by Wipf and Stock Its primary audience is theological students and pastors though scholars read it as well Themelios began in 1975 and was operated by RTSF UCCF in the UK and it became a digital journal operated by The Gospel Coalition in 2008 The editorial team draws participants from across the globe as editors essayists and reviewers General Editor D A Carson Trinity Evangelical Divinity School Managing Editor Brian Tabb Bethlehem College and Seminary Consulting Editor Michael J Ovey Oak Hill Theological College Administrator Andrew David Naselli Bethlehem College and Seminary Book Review Editors Jerry Hwang Singapore Bible College Alan Thompson Sydney Missionary Nathan A Finn Southeastern Baptist Theological Seminary Hans Madueme Covenant College Dane Ortlund Crossway Jason Sexton Golden Gate Baptist Seminary Editorial Board Gerald Bray Beeson Divinity School Lee Gatiss Wales Evangelical School of Theology Paul Helseth University of Northwestern St Paul Paul House Beeson Divinity School Ken Magnuson The Southern Baptist Theological Seminary Jonathan Pennington The Southern Baptist Theological Seminary James Robson Wycliffe Hall Mark D Thompson Moore Theological College Paul Williamson Moore Theological College Stephen Witmer Pepperell Christian Fellowship Robert Yarbrough Covenant Seminary Career Development as a Partner in Nation Building Australia Wendy Patton, 2019-07-15 Despite examples of vocational guidance practice being evident in Australia since the mid 1800s there remains a spasmodic and patchwork approach to practice across the country For decades it is a field which has been paradoxically boosted and challenged by changing economic and political agendas Repeated international national and State reviews emphasise the vital nature of a systemic national approach to career development however authors repeatedly lament the lack of a sustained focus on career activity as a major national priority There is no broad comprehensive historical reckoning of the history of career development theory and practice in Australia since this early period Career development theory and practice in Australia has been forged in partnership with developments in an international context In documenting the shared history with other countries the author significantly adds to the body of knowledge on career development as a field in Australia and internationally The book provides new understandings about the historical development of this field of knowledge and in particular the challenging and cyclical nature of its policy history *Publishing in Journals on the Family* Roma S. Hanks, Linda Matocha, Marvin B. Sussman, 1993 Here is a handy reference that helps beginning scholars learn the best strategies for getting published *Publishing in Journals on the Family* contains varied perspectives from scholars at different career stages and from editors of major publication

outlets This combined knowledge from experts on both ends of publishing is invaluable to writers wishing to learn the ins and outs of getting published The book provides readers with important information necessary to help them systematically plan a productive scholarly career while avoiding common publication pitfalls Publishing in Journals on the Family includes the results of two surveys The first presents the responses of productive scholars in the early or middle stages of their careers to questions about their choices of publication outlets In the second survey journal editors share information about publication criteria and changes in the focus of social science publications and give helpful hints to beginning authors The book also contains articles by a number of senior scholars who discuss their academic publication histories providing readers with real life examples of successful publishing careers A bibliography of sources for tips on writing and publishing concludes the volume Although the voices in the book are varied they are unified in their calling for careful scholarship relevant research and clear writing Graduate students professionals such as therapists social workers and consultants and academicians including teachers and researchers will find this book extremely helpful in their publishing lives

Professional Development, Reflection and Decision-making for Nurses Melanie Jasper, 2011-12-08 Vital Notes for Nurses Professional Development Reflection and Decision making provides a concise accessible introduction to professional development reflective practice and clinical decision making Vital Notes for Nurses Professional Development Reflection and Decision making explores the core strategies of reflective practice and decision making underlying professional nursing development Separate chapters on reflective writing evidence based practice clinical supervision and portfolios demonstrate the inter relationship between professional development and professional practice It is aimed at both student and qualified nurses recognising that professional development is a life long commitment It provides clear guidance to help practitioners think critically about their actions work within professional boundaries be accountable for their actions and plan for their future Provides a concise introduction to professional development reflective practice and clinical decision making Written in a clear accessible style which assumes no prior knowledge Enables students to consider and develop their practice in order to become competent practitioners Each chapter includes learning objectives scenarios and case studies In the Vital Notes for Nurses series

How to Get a Job in Publishing Alison Baverstock, Susannah Bowen, Steve Carey, 2023-03-31 So you've always dreamed of a career in publishing but you don't know where to start or how You're holding the key in your hands Using insider information How to Get A Job in Publishing is the newly revised edition of the classic text for you if you are keen to work in publishing or associated industries or if you are already in publishing and want to go further Packed with real life quotes case studies and practical advice from publishing veterans and more recent arrivals the authors differentiate types of publishing and explain how roles and departments work together They discuss the pros and cons of internships and further study as well as training and lifelong learning working internationally networking and building your personal brand The book includes vital guidelines for applying for publishing roles including sample CVs and cover letters and a glossary of industry

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natural means for ending slavery *Teacher Reflection* Zia Tajeddin, Atsuko Watanabe, 2022-09-15 This edited book has been compiled in honor of Thomas S C Farrell one of the most distinguished scholars in theorizing and researching language teacher reflection It examines teacher reflection in three main areas policies practices and the impact of teacher reflection on teachers practices and professional development The data driven chapters shed light on concerns and challenges experienced by teachers in diverse international contexts and institutions and discuss the practical implications of their findings across a variety of policy settings The book addresses aspects of reflective practice including macro and micro policies and constraints as well as opportunities in the engagement of reflective practice In addition it explores teachers identity cognition emotion and motivation areas which are relevant but often not discussed in the literature on reflective practice

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