



A. Parasuraman

A. Parasuraman ("Parsu") is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD Programs at the School of Business, University of Miami. He obtained his Bachelor of Technology degree in 1970 from IIT-Madras and Master of Business Administration degree in 1972 from IIM-Ahmedabad, India. His Doctor of Business Administration degree, which he obtained in 1975, is from Indiana University, Bloomington, Indiana.

Dr. Parasuraman teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of *The Quality Review*, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor Awards given by Executive and Regular MBA Classes and the Provost's Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association's "Career Contributions to the Services Discipline Award" [an annual award bestowed upon one individual who has had a sustained and far-reaching impact on the field]. He received the Academy of Marketing Science's "Outstanding Marketing Educator Award" in 2001 and was designated as a "Distinguished Fellow" of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.)'s "Guru Gallery," which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a "Distinguished Alumnus Award" from IIT-Madras, his undergraduate alma mater. In 2008 the e-TQM College (now Hamdan Bin Mohammed e-University) in Dubai established "The Parasuraman Research Grant on Service Quality", an annual award to foster more scholarly research on service quality throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the "Elsevier Distinguished Scholar" award. In 2011 Maastricht University in the Netherlands conferred upon him a Honorary Doctorate degree. He is the recipient of the 2012 Paul D. Converse Award for significant scholarly contributions to marketing and the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research.

Dr. Parasuraman has published over one hundred articles in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, and *Sloan Management Review*. He has served as editor of the *Journal of the Academy of Marketing Science* for a 3-year term (1997-2000) and as editor of the *Journal of Service Research* for a 4-year term (2005-2009). He also serves on the editorial review boards of ten journals. In addition to coauthoring *Marketing Research*, a college textbook, Dr. Parasuraman has co-authored three other business books written for practitioners: *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, *Marketing Services: Competing Through Quality*, and *Techno-Ready Marketing: How and Why Your Customers Adopt Technology*. He is an active consultant and has conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.