

# 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 la evolución de su investigación. Siguiendo sus pensamientos a lo largo de un artículo escrito, el autor revisa sus 33 años de investigación colaborativa sobre la calidad del servicio con sus colegas Valerie Zeithaml y Len Berry, en orden de ilustrar la naturaleza de un programático stream de investigación y el impacto significativo que una forma de investigación puede tener en la base y en la práctica del conocimiento de una disciplina. El autor también menciona algunas experiencias personales que surgieron de la colaboración sobre su carrera como investigador, y discute las sugerencias que estas experiencias podrían tener para otros investigadores. El artículo concluye con algunas observaciones y recomendaciones generales sobre cómo se puede contribuir significativamente a un campo de conocimiento.

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

**QUELQUES REFLEXIONS SUR MON TRAJECTORIA: 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 réalise une analyse rétrospective de son évolution en tant que chercheur. Dans cette perspective et par une réflexion écrite, il discute de ses recherches de collaboration avec ses collègues Valerie Zeithaml et Len Berry sur la qualité du service, afin d'illustrer l'importance d'un courant d'investigation programmatique sur un domaine important et l'impact significatif de ce genre de recherche sur le développement et l'enseignement de la discipline. L'auteur mentionne également plusieurs expériences personnelles surgissant de sa réflexion sur sa carrière de chercheur et les suggestions que ces expériences pourraient avoir pour d'autres chercheurs. En conclusion, il réfléchit quant aux observations et recommandations générales concernant la manière de contribuer de façon significative dans un domaine de connaissance.

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

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**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 Valerie Zeithaml 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

**Raffaela Di Napoli**



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