



BIO-BIBLIOMETRIC PORTRAIT OF PROF. DR A. PARASURAMAN

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Introduction-Brief Life History

A. Parasuraman is a professor and holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of Ph.D. Programs at the School of Business, University of Miami. He 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. 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 Service Excellence Research Prize," an annual award to foster more scholarly research throughout the Middle East region. In 2009 the Society for Marketing Advances honoured him with the "Elsevier Distinguished Scholar" award. In 2011 Maastricht University in the Netherlands conferred an Honorary Doctorate degree upon him. 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 130 articles in scholarly journals and has served as editor of the Journal of the Academy of Marketing Science (1997-2000) and the Journal of Service Research (2005-2009). He also serves on the editorial review boards of ten journals. He has authored several books, consulted with many companies, and conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries. (*Prof. A. Parasuraman, n.d.*)

Review of Related Literature:

Some of the Scientometrics profiles of writers generated by various authors using different approaches are enlisted below. Earlier many studies also revealed to study eminent personalities' publication patterns.

The analysis was done using the number of publications obtained, summing 88 documents in 2017–2021, relating to the predetermined topics. The study was titled "Bibliometric Using Vos-viewer with Publish or Perish (using Google Scholar data): From Step-by-step Processing for Users to the Practical Examples in the Analysis of Digital Learning Articles in Pre and Post Covid-19 Pandemic." The authors used the examination of articles on digital learning from the pre-and post-covid periods as examples in practice. They discovered that VOSviewer may be utilized to provide recommendations for data analysis outcomes(Fitria et al., 2021)

Based on information from the Web of Science, Kavya et al. performed research on Badiadka Narayana, a professor of chemistry at Mangalore University who is also a well-known authority on crystallography and a prolific writer in the field of chemistry. 691 pieces in international publications, 49 in national journals, and 165 papers in conference proceedings provide vivid documentation of his prodigious authoring. A sizable number of publications (392) were published between 2007 and 2011. 325 (59.2%) of the foreign journals in the "Acta Crystallographic section e-structure" have published publications by Narayana. He has collaborated on 242 articles in total, most of them with H. S. Yathirajan and Sarojini Balladka(Kavya et al., 2020).

An analysis of Anthony J. Leggett's publication output, who won the 2003 Physics Nobel Prize, was made by Angadi et al. He authored ten papers each in 1987, 1994, and 1998, which were his most active years. He published 194 books in total between 1964 and 2004 during the course of his publishing career(Angadi et al., 2006).

Anup Kumar Dasa and Sanjaya Mishrab drew attention to a June 8, 2015, revelation made by the Google Scholar Digest blog regarding the accessibility of Google Scholar profiles of legendary library and information science researchers. From a group of 29 scholars, only Dr. Shiyali Ramamrita Ranganathan was chosen. The study examined S R Ranganathan's scholarly output as it appeared
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in Scopus, Web of Science, and Google Scholar Citations. To find citing and cited scholarly publications of S R Ranganathan, the study used three citation databases: Web of Science (Core Collection), Scopus, and Google Scholar Citations. Allen Kent and others edited Volume 25 of the Encyclopaedia of Library and Information Science, which was released by Marcel Dekker Inc. in New York in 1978. A Brief Biography of S.R. Ranganathan (Das & Mishra, 2015).

Significance of the study

Numerous studies have visualised the bibliographic information received from citation databases like Scopus and Web of Science and abstracting/indexing (A/I) databases (WoS). The authors searched for studies that attempted to undertake bibliometric or Scientometrics analyses using data from the free online database Google Scholar (GS) and well-known Scientometrics or scientific mapping tools like VOSviewer, but they were unable to discover any. Additionally, because GS is a free database and has more findings available, it was reasonable to conduct this study based on A Parasuraman's contributions. Utilizing a third-party programme to extract data from GS for bibliometric analysis also illustrates a novel methodology.

Objectives of the study

The study's goal is to analyse descriptive quantitative analysis of Prof Dr. A Parasuraman's scholar profile from its origin to the present.

The primary objective of this study is to conduct a bibliometric examination of the leading figure in service quality. The statistical evaluation of published scientific papers, books, or book chapters is known as bibliometric analysis, and it is a useful tool for assessing the influence of publications on the scientific community. The number of times a piece of research has been referenced by other authors can be used to determine its academic significance(Iftikhar et al., 2019).

Data Source

A free web search engine called Google Scholar (GS) indexes the full text or metadata of academic publications from a variety of publishing formats and fields. The vast majority of scholarly books, peer-reviewed online journals, and other non-peer-reviewed journals are all indexed by Google Scholar. Google Scholar allows users to search for printed or digital copies of papers, whether they are available online or in libraries. The "cited by" function in Google Scholar gives users access to the abstracts of articles that have cited the current article. Citation indexing, which was previously solely offered by Scopus and Web of Knowledge, is now available. The well-known citation databases Web of Science and Scopus are seeing competition from Google Scholar.

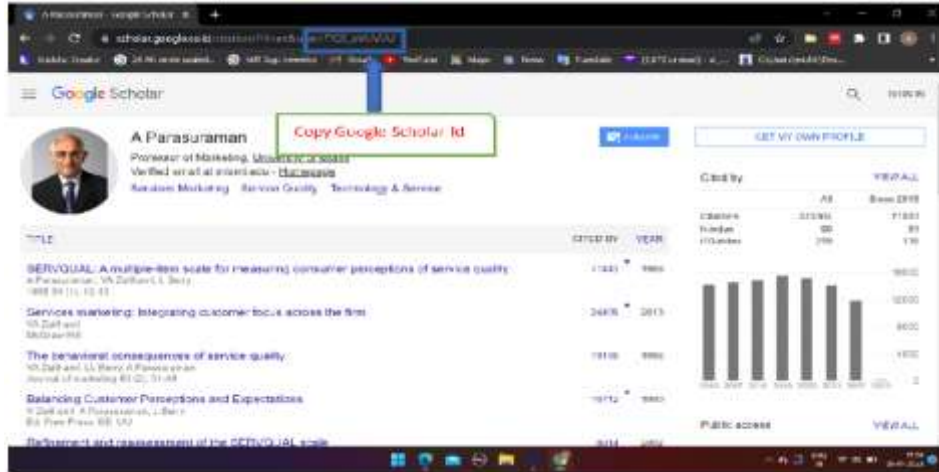
Method of Data Extraction

With the use of Publish or Perish (PoP), the pertinent bibliographic information from Google Scholar was extracted. Publish or Perish (PoP), a free

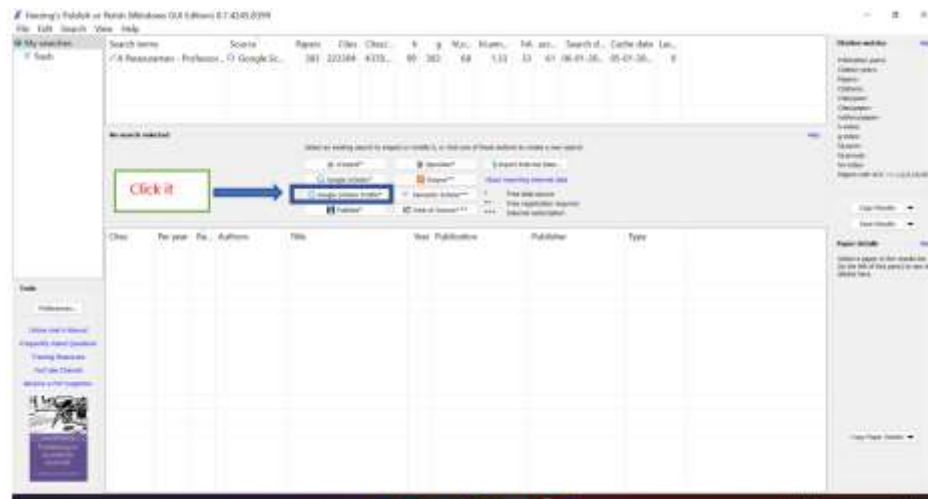
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tool created by Harzing, A.W. (2007), allows users to query and retrieve search results from numerous academic databases, including as Scopus, Web of Science, GS, and others. PoP locates original citations and then analyses them to produce the research metrics listed below:

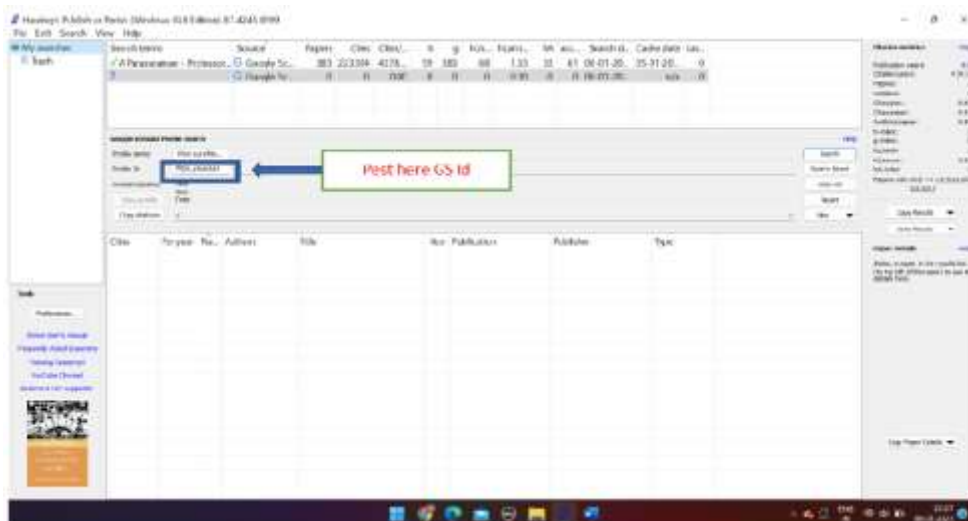
1. Step-1-Google Scholar Id



2. Google Scholar Id



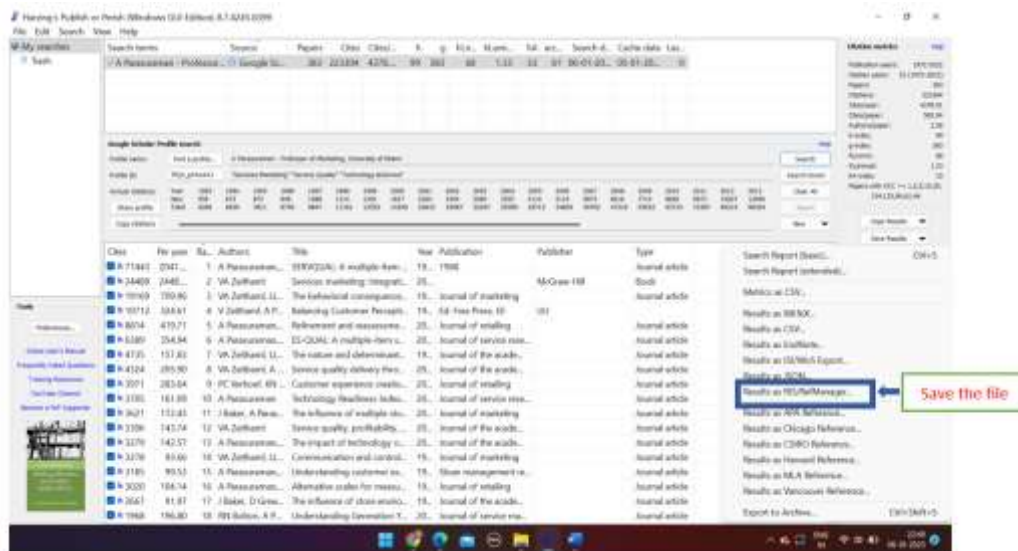
3. Use of Publish or Perish (PoP)



4. Article Search



5. Saving file format



7. Result and Discussion

1. Year wise Publication.

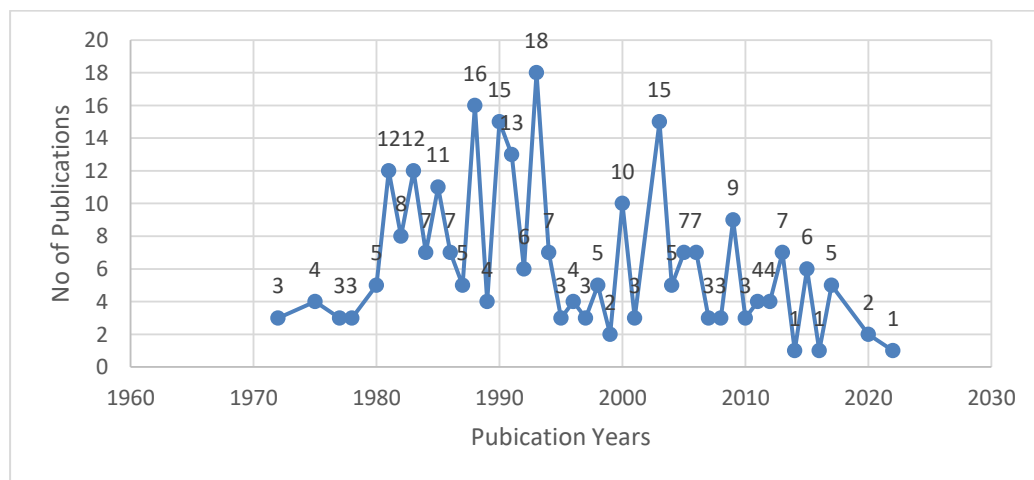


Figure 1. Year wise publications by Pro.Dr.A. Parasuraman.

Through the search string used in google scholar, fig 1. shows that 272 research publications have been published by Pro.Dr.A. Parasuraman from 1972

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to 1972. The oldest entry in this graph is of 1972 with 3 publications. His highest publication is between year 1981-2010 which are 223 in quantity. The GAP Model of Service Quality was first proposed by him in the year 1985.

2. Authors Collaboration pattern:

No. of Authors	No. of Publications	No. of Authors
One	70(21.94)	70(8.51)
Two	94(29.46)	188(22.87)
Three	105(32.91)	315(38.32)
Four	25(7.83)	100(12.16)
Five	7(2.19)	35(4.25)
Six	12(3.76)	72(8.75)
Seven	6(1.88)	42(5.10)
Total	319(100.00)	822(100.00)

Table 1. Authorship Pattern

- A. Parasuraman has independently authored 70 publications during his entire research career. Among 319 publications 94 publications are two-authored, 105 publications are three authored, 25 publications are four author collaboration.

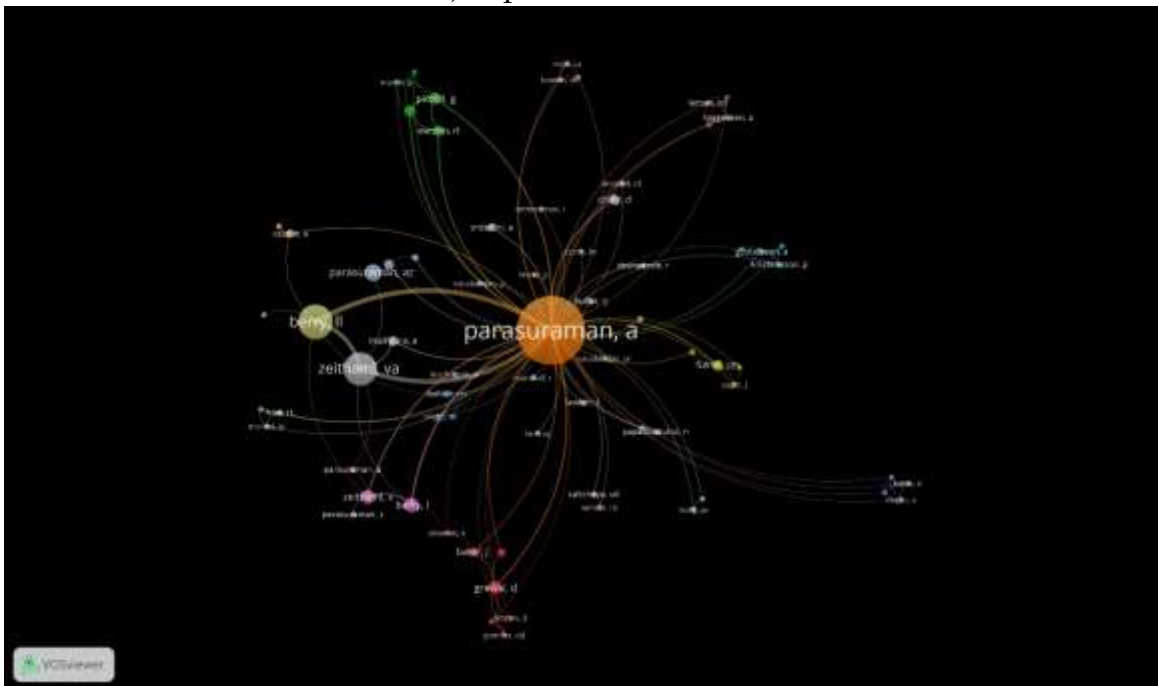


Figure 1.- Collaboration network between the authors of visualization map from VOSviewer.

From a total of 270 authors, 74 meets the threshold by considering the author having at least 2 numbers of documents. Out of 270, only 44 authors showed connections to each other. As highlighted in figure.1 the network contains 73 nodes, 135 co-authorship links and 29 clusters. Each node in the figure represents an author's productivity and the links between the authors denote the collaboration established through the co-authorship in the articles. The total link strength is 575. It has been observed from the network map that Prof. Dr. S.R Parasuraman had very strong collaboration with Co-author Berry and Zaithmal.

2. Highly Cited Scholarly Work.

Total Citations	Title
71443	Integrating business game performance with the grading process
19169	Degree of Uniformity in Achievement Motivation Levels of Team Members: It's Effect on Team Performance in a Simulation Game
10712	Degree of uniformity in achievement motivation levels of team members
8814	The relative importance of industrial promotion tools
6389	A study of techniques used and clients served by marketing research firms
4735	Demographics, job satisfaction, and propensity to leave of industrial salesmen
4324	The relationship of satisfaction and performance to salesforce turnover
3971	Organizational culture and marketing effectiveness
3705	Quality counts in services, too
3621	Model service its quality and implications for future
3279	A Conceptual Model of Service Quality and Its Service Quality and Its Implication for Future Research
3278	Social power bases of marketing executives: the relationship with organizational climate
3185	Journal of Marketing.
3020	A Conceptual Model of Service Quality and its Implications for Future Research
2667	Communication and control processes in the delivery of service quality
1968	Communication and control processes in the delivery of service quality
1826	The service-quality puzzle
1745	Performance and job satisfaction effects on salesperson turnover: A replication and extension
1672	I SPRING 1988 VOLUME 64, NUMBER
1600	Five imperatives for improving service quality

Table.2-Highly Cited Scholarly Publications.

Table no.2 shows top 20 highly cited scholarly work of Prof. Dr. A. Parasuraman. It is observed that the research paper "Integrating business game performance with the grading process" was published in the Proceedings, Midwest AIDS Conference (April 3-5, 1975) cited mostly 71443 times, Degree of Uniformity in Achievement Motivation Levels of Team Members: It's Effect on Team Performance in a Simulation Game cited 19169 times, Degree of uniformity in achievement motivation levels of team members cited 10712 times, The relative importance of industrial promotion tools cited 8814 times, A study of techniques used and clients served by marketing research firms cited 6389 times, Demographics, job satisfaction, and propensity to leave of industrial salesmen cited 4735 times. The relationship of satisfaction and performance to salesforce turnover cited 4324 times.

3. Top 20 publications Metrics based on GS Rank Algorithm

GS Rank	Year	Cites	ECC	Cites Per Year	Cites Per Author	Author Count	Age
1	1985	12	71443	2041.23	23814	3	35
3	1981	16	19169	709.96	6390	3	27
4	1993	5	10712	324.61	3571	3	33
5	2009	2	8814	419.71	2938	3	21
6	1978	18	6389	354.94	2130	3	18
7	1981	17	4735	157.83	1578	3	30

8	2015	2	4324	205.9	1441	3	21
9	1980	0	3971	283.64	662	6	14
10	1985	3278	3705	161.09	3705	1	23
11	1984	0	3621	172.43	905	4	21
13	1991	85	3279	142.57	1640	2	23
14	2009	2	3278	93.66	1093	3	35
15	1990	6	3185	99.53	1062	3	32
16	1987	8	3020	104.14	1007	3	29
17	2006	3	2667	91.97	889	3	29
18		0	1968	196.8	328	6	10
19	1985	3279	1826	70.23	1826	1	26
20	1990	0	1745	145.42	436	4	12
21	2005	0	1672	209	334	5	8
22	1998	4	1600	69.57	533	3	23

Table 3. Google Scholar Rank Algorithm

Conclusion -

A. Parasuraman ("Parsu") is considered one of the most influential figures in the field of services marketing and service quality, and is widely known for his work on SERVQUAL, E-S-QUAL, and the Technology Readiness Index (TRI). His bio-bibliometric study will help the researchers to know his achievements in service quality research field, his top 20 most cited articles, collaboration with other research scholars, google scholar ranking for his research articles.

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