



Workshop on  
Cutting Edge Marketing based on

Service Quality Foundation

by

**Prof. A. Parasuraman**

Guru of Services Marketing

James W. Mc Lamore Chair in Marketing,

Professor in Marketing

Author of SERVQUAL Model

(University of Miami)

**Date: 7 - 8 February, 2017**

**Venue : KJSIMSR, Mumbai**

INTERFACE

where marketing comes alive



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SIMSR GLOBAL MARKETING  
CONFERENCE - 2017

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES &  
RESEARCH**

Vidyavihar (East), Mumbai – 400077  
presents

# **12<sup>th</sup> SIMSR GLOBAL MARKETING CONFERENCE**

## About the Speaker

### **Prof. A. Parasuraman**

A. Parasuraman is a Professor and Holder of the James W. McLamore Chair in Marketing and Director of PhD Programs at the School of Business, University of Miami. 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. He has received many titles and awards throughout his career, including 2012 Paul D. Converse Award for significant scholarly contributions to marketing and the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research. In 2016 he was inducted as a Fellow of the American Marketing Association (AMA). He has published over 130 articles in various journals, 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.

## Programme Overview

In the current era of intensifying competition in virtually all sectors, coupled with better-informed and more-connected customers, achieving – and sustaining – superior marketing performance is a significant challenge for companies. Neither traditional marketing approaches nor willy-nilly adoption of the latest technology-based marketing approaches are sufficient for effectively tackling this challenge. The overarching objective of this MDP is to demonstrate how both product and service companies can achieve superior marketing performance and sustainable competitive advantage by anchoring their strategies in a strong service-quality foundation.

The programme's content will incorporate (a) key concepts from Professor Parasuraman's extensive research over the past three decades on customer service and service quality, including his recent and continuing research on the role of technology in marketing to and serving customers; and (b) numerous real-life company examples to illustrate and supplement the concepts. The programme's format will be interactive to facilitate discussion of the concepts. In addition, the programme will include a "hands-on" group exercise in which participants will explore and apply the concepts in a company or organization of their choice.

# PROGRAMME SCHEDULE

TUESDAY – 7<sup>TH</sup> FEBRUARY

## Module 1: 10:00 am – 11:30 am

A Framework for Understanding Service Quality

Service quality's role in value as perceived by customers

Criteria customers employ in assessing service quality

The "GAPS" Model of service quality

Organizational shortfalls that contribute to poor service quality

Coffee/Tea Break: 11:30 am – 11:45 am

## Module 2: 11:45 am – 1:00 pm

Assessing and Improving Service Quality

The SERVQUAL approach for measuring service quality

Empirical findings from using SERVQUAL

Customers' "Zone of Tolerance"— Its meaning and measurement

Evaluating a company's competitive status based on its

SERVQUAL scores

Lunch: 1:00 pm – 2:00 pm

## Module 3: 2:00 pm – 3:30 pm

Key Processes for Achieving Excellence through Superior Service

Process for managing and exceeding customers' expectations

Process for providing excellent service recovery

Understanding technology's role in service delivery:

    "Technology Readiness" (TR) of customers

    TR-based segmentation of customers

Service productivity and its link to service quality

Coffee/Tea Break: 3:30 pm – 3:45 pm

## Module 4: 3:45 pm – 5:00 pm

### Group Exercise

Participants will be divided into groups. Each group will (a) pick a company with which all group members are familiar; (b) critically evaluate the company's current marketing and/or service-related activities vis-à-vis concepts covered in the MDP; (c) prepare a brief oral presentation summarizing their analysis and recommendations. The oral presentation will be delivered during Module 5 on *Empathy* Wednesday morning. More specific instructions for this exercise will be given during the programme.

Responsiveness

Relia

Service  
Quality

## **WEDNESDAY – 8<sup>TH</sup> FEBRUARY**

**Module 5: 10:00 am – 11:15 am**

**Group Presentations + Discussion**

**Coffee/Tea Break: 11:15 am – 11:30 am**

**Module 6: 11:30 am – 1:00 pm**

**An Integrative Framework for Maximizing Marketing Effectiveness**

**The framework's foundation: excellent service quality  
Converting marketing from a “staff” to a “line” function  
Marketing effectively to new, existing, and internal customers**

**Concluding remarks and key take-aways**

		India and SAARC Countries		International
Workshop	Head	Total Price/person	Head	Total Price/person
	Corporate	INR 15,000/-	Corporate	US\$ 250.00
	Corporate Early Bird	INR 12,000/-	Corporate Early Bird	US\$ 225.00
	Corporate 3 +	INR 11,000/-		
	Academicsians	INR 9,000/-	Academicsians	US\$ 150.00
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Workshop + Conference	Corporate	INR 20,000.00	Corporate	US\$ 450.00
	Corporate Early Bird	INR 16,000.00	Corporate Early Bird	US\$ 400.00
	Academicsians	INR 12,000.00	Academicsians	US\$ 350.00
	Academicsians Early Bird	INR 10,000.00	Academicsians Early Bird	US\$ 300.00

\* Greater Discounts available in case of larger groups.

\*\* Above prices are inclusive of all taxes including service tax (15%).

\*\*\* Rush! Limited Seats are available. Book early to avoid disappointment

- Payment can be done either by Demand Draft, Cheque or NET Banking
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Account Name: K J Somaiya Institute of Management studies and Research

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Account No. : 0290 101 0038 6319 IFS Code: UTIB0000029

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