

## Author Productivity in the Premier Marketing Journals (2010-2014)

*Data Source: AMA DocSig*

Rank	Author	University (College)	JCR, JM, JMR, & MktSci Publications
1	Darren W. Dahl	University of British Columbia (Sauder School of Business)	13
1	V. Kumar	Georgia State University (J Mack Robinson College of Business)	13
3	Greg M. Allenby	Ohio State University (Fisher College of Business)	12
3	Jennifer J. Argo	University of Alberta (School of Business)	12
3	Jonah Berger	Cornell Tech and University of Pennsylvania (The Wharton School)	12
3	Ravi Dhar	Yale University (School of Management)	12
3	Chris Janiszewski	University of Florida (Warrington College of Business)	12
3	Rik G.M. Pieters	Tilburg University (School of Economics and Management)	12
9	Christian Homburg	University of Mannheim	11
9	Derek D. Rucker	Northwestern University (Kellogg School of Management)	11
11	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	10
11	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	10
11	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	10
11	Harald J. van Heerde	Massey University	10
15	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	9
15	Donald R. Lehmann	Columbia University (Columbia Business School)	9
15	Catherine E. Tucker	Massachusetts Institute of Technology (MIT Sloan School of Management)	9
15	Katherine White	University of British Columbia (Sauder School of Business)	9
19	Amar Cheema	University of Virginia (McIntire School of Commerce)	8
19	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	8
19	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	8
19	David Gal	University of Illinois at Chicago (College of Business)	8
19	Dhruv Grewal	Babson College	8
19	Gerald Häubl	University of Alberta (School of Business)	8
19	Jeffrey J. Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	8
19	Aradhna Krishna	University of Michigan (Ross School of Business)	8
19	Cait P. Lamberton	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	8
19	Ann L. McGill	University of Chicago (Booth School of Business)	8
19	Andrew T. Stephen	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	8
19	Michel Wedel	University of Maryland (Robert H. Smith School of Business)	8
19	Karen P. Winterich	Pennsylvania State University (Smeal College of Business)	8
19	Rui (Juliet) Zhu	University of British Columbia (Sauder School of Business)	8
33	Yuxin Chen	New York University Shanghai (Stern School of Business)	7
33	Alexander Chernev	Northwestern University (Kellogg School of Management)	7
33	Keisha M. Cutright	University of Pennsylvania (The Wharton School)	7
33	Ayelet Fishbach	University of Chicago (Booth School of Business)	7
33	Caglar Irmak	University of Miami (School of Business Administration)	7
33	Kinshuk Jerath	Columbia University (Columbia Business School)	7
33	Juliano Laran	University of Miami (School of Business Administration)	7
33	Gary L. Lilien	Pennsylvania State University (Smeal College of Business)	7
33	George Loewenstein	Carnegie Mellon University (Dietrich College)	7
33	David A. Schweidel	Emory University (Goizueta Business School)	7
33	Jaideep Sengupta	Hong Kong University of Science and Technology (HKUST Business School)	7

Note: The publications tallied in this list do not include invited papers, commentaries, rejoinders, or research notes.

## Author Productivity in the Premier Marketing Journals (2010-2014) ...Cont'd

33	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	7
33	Jan-Benedict Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	7
33	Gerard J. Tellis	University of Southern California (Marshall School of Business)	7
33	Sha Yang	University of Southern California (Marshall School of Business)	7
33	Min Zhao	University of Toronto (Rotman School of Management)	7
49	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	6
49	Bart J. Bronnenberg	Tilburg University (School of Economics and Management)	6
49	Ryan Hamilton	Emory University (Goizueta Business School)	6
49	Anat Keinan	Harvard University (School of Business)	6
49	Ran Kivetz	Columbia University (Columbia Business School)	6
49	Els Gijbrecchts	Tilburg University (School of Economics and Management)	6
49	Kelly L. Haws	Vanderbilt University (Owen School of Management)	6
49	JoAndrea Hoegg	University of British Columbia (Sauder School of Business)	6
49	Aparna A. Labroo	Northwestern University (Kellogg School of Management)	6
49	Son K. Lam	University of Georgia (Terry College of Business)	6
49	Robyn A. LeBoeuf	Washington University in St. Louis (Olin Business School)	6
49	Angela Y. Lee	Northwestern University (Kellogg School of Management)	6
49	Harikesh S. Nair	Stanford University (Graduate School of Business)	6
49	Michel T. Pham	Columbia University (Columbia Business School)	6
49	Rebecca Walker (Naylor) Reczek	Ohio State University (Fisher College of Business)	6
49	Itamar Simonson	Stanford University (Graduate School of Business)	6
49	Bernd Skiera	University of Frankfurt (Goethe Business School)	6
49	Oliver J. Rutz	University of Washington (Michael G. Foster School of Business)	6
49	Kathleen D. Vohs	University of Minnesota (Carlson School of Management)	6
49	Keith Wilcox	Columbia University (Columbia Business School)	6
49	Robert S. Wyer Jr.	Chinese University of Hong Kong (CUHK Business School)	6
49	Juanjuan Zhang	Massachusetts Institute of Technology (MIT Sloan School of Management)	6
49	Ying Zhang	Peking University (Guanghua School of Management)	6

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