

## Author Productivity in the Premier Marketing Journals (2011-2015)

*Data Source: AMA DocSig*

Rank	Author	University (College)	JCR, JM, JMR, & MktSci Publications
1	V. Kumar	Georgia State University (J Mack Robinson College of Business)	18
2	Darren W. Dahl	University of British Columbia (Sauder School of Business)	12
2	Christian Homburg	University of Mannheim	12
2	Chris Janiszewski	University of Florida (Warrington College of Business)	12
5	Jennifer J. Argo	University of Alberta (School of Business)	11
5	Katherine White	University of British Columbia (Sauder School of Business)	11
7	Greg M. Allenby	Ohio State University (Fisher College of Business)	10
7	Jonah Berger	Cornell Tech and University of Pennsylvania (The Wharton School)	10
7	Derek D. Rucker	Northwestern University (Kellogg School of Management)	10
10	Dhruv Grewal	Babson College	9
10	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	9
10	Harald J. Van Heerde	Massey University	9
10	Catherine E. Tucker	Massachusetts Institute of Technology (MIT Sloan School of Management)	9
14	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	8
14	Ravi Dhar	Yale University (School of Management)	8
14	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	8
14	Jeffrey J. Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	8
14	Ann L. McGill	University of Chicago (Booth School of Business)	8
14	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	8
14	Rik Pieters	Tilburg University (School of Economics and Management)	8
14	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	8
14	Gerard J. Tellis	University of Southern California (Marshall School of Business)	8
14	Min Zhao	University of Toronto (Rotman School of Management)	8
24	Amar Cheema	University of Virginia (McIntire School of Commerce)	7
24	Yuxin Chen	New York University Shanghai (Stern School of Business)	7
24	Keisha M. Cutright	University of Pennsylvania (The Wharton School)	7
24	Peter J. Danaher	Monash University	7
24	David Gal	University of Illinois at Chicago (College of Business)	7
24	Raghuram Iyengar	University of Pennsylvania (The Wharton School)	7
24	Aradhna Krishna	University of Michigan (Ross School of Business)	7
24	Cait Poyner Lambertson	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	7
24	Donald R. Lehmann	Columbia University (Columbia Business School)	7
24	Gary L. Lilien	Pennsylvania State University (Smeal College of Business)	7
24	George Loewenstein	Carnegie Mellon University (Dietrich College)	7
24	Oliver J. Rutz	University of Washington (Michael G. Foster School of Business)	7
24	David A. Schweidel	Emory University (Goizueta Business School)	7
24	Andrew T. Stephen	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	7
24	Baohong Sun	Cheung Kong Graduate School of Business, New York	7
24	Keith Wilcox	Columbia University (Columbia Business School)	7
24	Karen P. Winterich	Pennsylvania State University (Smeal College of Business)	7
24	Rui (Juliet) Zhu	University of British Columbia (Sauder School of Business)	7
42	Christophe Van den Bulte	University of Pennsylvania (The Wharton School)	6
42	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	6
42	Ayelet Fishbach	University of Chicago (Booth School of Business)	6

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

## Author Productivity in the Premier Marketing Journals (2011-2015) ...Cont'd

42	Els Gijbrecchts	Tilburg University (School of Economics and Management)	6
42	Kelly L. Haws	Vanderbilt University (Owen School of Management)	6
42	Caglar Irmak	University of Miami (School of Business Administration)	6
42	Kinshuk Jerath	Columbia University (Columbia Business School)	6
42	Anat Keinan	Harvard University (School of Business)	6
42	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	6
42	Juliano Laran	University of Miami (School of Business)	6
42	Jaideep Sengupta	Hong Kong University of Science and Technology (HKUST Business School)	6
42	Baba Shiv	Stanford University (Graduate School of Business)	6
42	Bernd Skiera	University of Frankfurt (Goethe Business School)	6
42	Jan-Benedict Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	6
42	Jan Wieseke	Ruhr-University of Bochum	6
42	Robert S. Wyer Jr	University of Illinois, Urbana-Champaign & Hong Kong UST	6
42	Ying Zhang	Peking University (Guanghua School of Management)	6

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